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Holiday Valley Lift Project On Schedule

Mountain ops making progress on new high speed detachable quad at Yodeler



@holidayvalley
photos / Jim Curtis

BY SPENCER TIMKEY

The lifts stopped spinning, but that didn't mean the work did. In the days after Holiday Valley ceased its 2020-'21 winter operations, its Mountain Operations crew began a project that will completely change the dynamic of one of its most iconic lifts. This summer, the fixed-grip Yodeler chairlift will be replaced by a high speed detachable quad - a \$4 million project.

You could call Jim Curtis a Mountain Operations savant. The 45-year resort veteran has overseen a good share of lift replacements, from Snowpine (twice), Mardi Gras (twice), Tannenbaum (twice), Cindy's (twice) and now Yodeler (for the third time). Through it all, one thing remains constant: the pride the crew has in installing and maintaining the lifts themselves.

... page 07

Real estate and rental markets continue to grow amidst pandemic

ERA Team VP Real Estate has served Western NY and Northwest PA for over three decades and has prided themselves on a foundation of continuous growth and innovation. When the COVID-19 pandemic first hit, the company's team leaders knew it was a "make or break" situation and quickly turned to their roots and core values to ensure they were "around for the rebound". It also helped that the real estate market took a turn for the better - the opposite of what most industry experts expected. In addition to the real estate market boom, vacation rentals have also grown.

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4-H CLUB PREPARING FOR THE RETURN OF CATT. CO. FAIR

It's official: this summer, the fairgrounds in Little Valley will come alive for the Cattaraugus County Fair Aug. 1st-8th! Cattaraugus County 4-H Youth Educators Carrie Busekist and Abigail Luzier are thrilled with the recent announcement, especially given the disappointment of last year's cancellation. Although events and entertainment for this year's fair are still in the planning stages, 4-H members are already hard at work on their fair projects. And while the pandemic has certainly affected the organization of this year's fair, in many ways it's still "business as usual" for the county 4-H program. ... page 08

Giving Back: Coffee for a Cause

Ellicottville Coffee Co. sales provide support for Rock Autism & WNYMBA



@ellicottvillecoffee

BY MARY HEYL

When owner John Rounds and manager Ty Simic opened Ellicottville Coffee Company in October of 2019, they were eager to bring their many years of experience working with high-quality beans from family-run coffee growers in Central and South America to downtown Ellicottville. Of the many first-year milestones that Rounds and Simic hoped for, growing a new business during a global pandemic was certainly the least expected.

However, since Ellicottville Coffee Co. opened its doors at 16 Washington Street, they've become a staple downtown and have also raised money and awareness for causes that are important to them and the greater Ellicottville community.

... page 04



@nannenarboretum
photo / @ellicottvilleNOW

ARBOR DAY AT THE NANNEN ARBORETUM

On April 30th, the Nannen Arboretum Society will host activities celebrating Arbor Day. This year, the slate of events will be abbreviated to adhere to COVID-19 guidelines, but will be informative and fun for everyone. There will be an Arbor Day Proclamation and recognition of our Tree City USA status. The Village is the smallest community in New York State to hold the Tree City USA designation ... page 07



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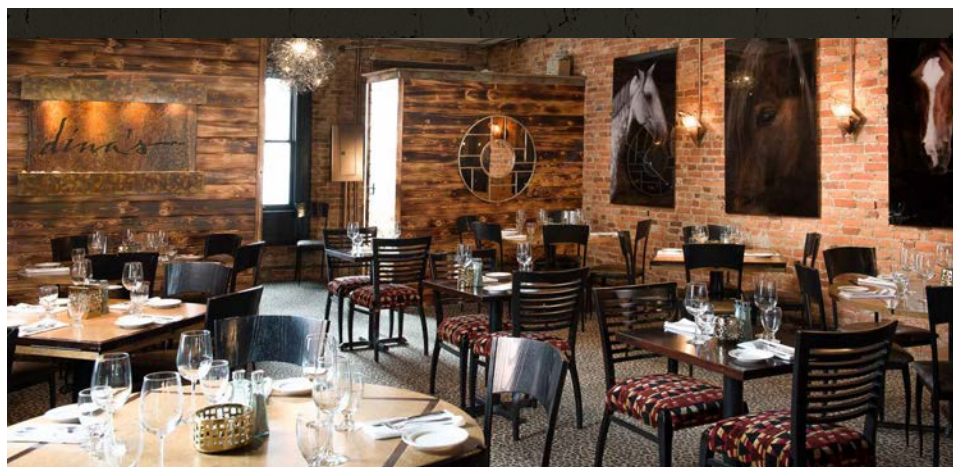
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NOW *this ...* by Trevor

Earth Day: Showing Gratitude for our Precious Planet



Our universal home, Planet Earth, gives us solid ground beneath our feet and keeps us on it with its pull. With some celestial help, it grows our food, provides materials to build our homes and makes our tools and devices, water for drinking and all its uses. Earth is clearly integral to our being, regardless if you see it as a rock that happens to be teeming with life, or as a living entity itself. Thursday, April 22nd is Earth Day, a day cleaved out of our busy year to celebrate the gal who holds it down for us 365.

As a human family, we have an inherited responsibility as stewards of this beautiful world in which we were born into. May we continue waking up to the impact we make to our incredible biosphere through our choices. Every choice we make perpetuates something. From following through on an idea, the work you do, the food you choose or habits you make, the clothes you wear, how and what you create. How were the materials harvested? How were they made? What does it advertise? Is it sustainable? Or better yet, regenerative? Let us consciously make an effort to make choices that promote regeneration over pollution and exploitation. Let's begin to consider the steps needed to clean up our acts and reach a practice integral with the nature we live with. What was the environmental cost to eat that meal, to purchase that product, and to support that company? What world does the path you are on leave for the future generations ahead? Your children, grandchildren, and beyond.

Enough 'politics' ... let's give this Mama a hand! There is a lot we can do to make a difference. Here are a few suggestions should you feel called to offer some TLC or would like to see Earth through new eyes.

- Go on a hike or bike ride to appreciate some natural beauty and bring along a bag to pick up discarded garbage to take and dispose of properly.
- Make a goal to cut down on the amount of garbage you add to the landfill and take the steps to reach your goal. This can actually be a difficult challenge, but can help you realize how many things really don't need to be surrounded by packaging.
- Remove invasive plants from your property and plant some native species in their place.
- Gather a group of young ones and teach them about the natural world outside. (You have to make it engaging and interesting these days; they're used to video games and YouTube.)
- Pick out and plant a tree in a place you and yours will be able to watch it grow over the years.
- Learn something about your region's environment and wildlife from a local professional or with a National Audubon guide or similar reference. A great place to visit is Allegany State Park.
- Read some historical accounts of people who lived in closer harmony with the ebb and flow of nature for an interesting perspective.
- Go outside and learn some bird calls, or if you have the patience, try to get a brave bird to eat some food from out of your hand.

And my number one suggestion for showing Mother Earth some love and appreciation: live as local as possible. Local products are so significant because they didn't have to travel far to get to you. All said, it doesn't hurt to hug a tree, lest you're George of the Jungle.

-Trevor

Trevor Brachmann, a team writer for ellicottvilleNOW, grew up with a love for the natural world and found himself wandering the woods at a very young age. Keeping natural rhythms in mind and attentive to local bounty, he maintains a regenerative focus in his farming and creative endeavors. "We've got it good here."

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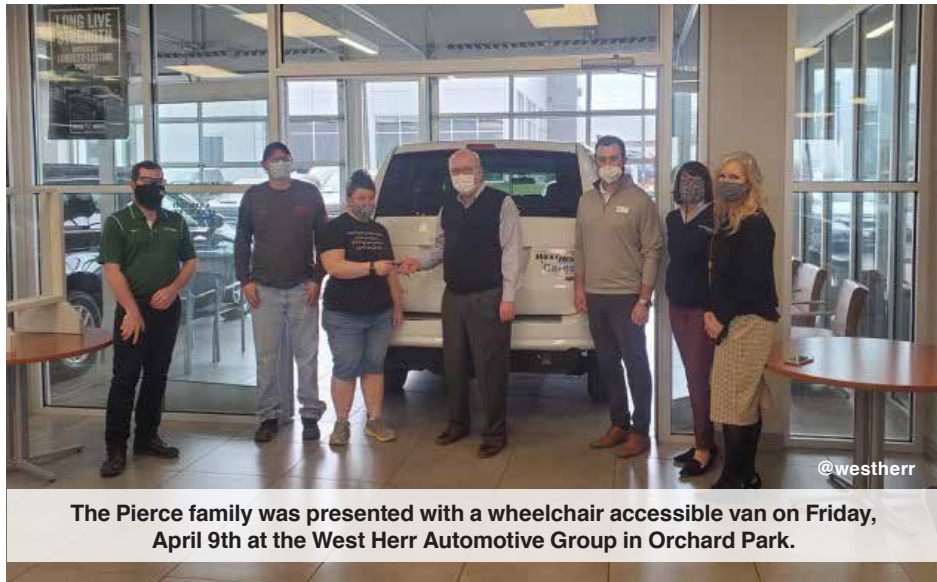
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GIVING BACK

WEST HERR CARES

Automotive group donates transport van, provides peace of mind to local family



The Pierce family was presented with a wheelchair accessible van on Friday, April 9th at the West Herr Automotive Group in Orchard Park.

BY PANOS ARGITIS

For every doctor’s visit, Trenton Pierce - a young boy from Great Valley, NY who was diagnosed with Duchenne Muscular Dystrophy (DMD) - had to be helped inside his family’s car by his parents and a manual lifting-sling for a two-hour drive to Rochester. Today, Trenton is able to safely travel for his medical needs in a van that accommodates his wheelchair thanks to a donation from Scott Bieler and the West Herr Automotive Group.

After recovering from a fall that left him with a fractured femur late in 2020, Trenton’s ability to maneuver his way around places was drastically hindered. His accident, coupled with his continuous battle with DMD which eats away at muscles across the human body, required the use of a wheelchair. Despite successful yet difficult trips to his medical visits, Trenton’s parents knew they needed a vehicle that could properly accommodate his needs.

In search of a suitable way to transport Trenton, the Pierce family and their friend Michelle Wasserman launched the “Give Trenton a Lift” fundraiser. Their GoFundMe campaign remained successful, growing in donations to a third of their \$18,000 goal for the purchase of a transport van. As the community around Trenton’s story continued to raise funds, an anonymous individual emailed the West Herr Automotive Group asking for help.

“After looking at the GoFundMe page and reading about Trenton’s situation, we reached out to Trenton’s mother, Jordan Pierce, and invited her to sit down and talk,” said Annette Smith, Executive Assistant to Scott Bieler, President & CEO of West Herr. “There is a spot on our website where people can send us messages; we read them everyday. We knew we wanted to help the Pierce family.”

As part of the “West Herr Cares” initiative, Scott Bieler and his team spoke to Jordan and her family about donating a 2016 Dodge Caravan equipped with accommodations made for Trenton’s wheelchair. On Friday, April 9th, the Pierce Family received that transport van, along with a manual side-entry wheelchair ramp. Every day since, Trenton has been asking for joyrides.

“After hearing Trenton’s story and getting to know the family, Scott Bieler, our President, was compelled to help,” explained Smith. “When we get presented with these unique opportunities to help someone, we’re going to do it. We want to make a difference.”

In an effort to maintain their new vehicle, Trenton’s parents have used the funds raised from the GoFundMe campaign for a three-year warranty. They have also offered refunds to anyone who wishes to withdraw from the donations pile. Having an all-accessible van donated to them, the Pierce family will now be able to safely transport Trenton back and forth to his appointments in Rochester.

“We are so thankful for everything that everybody has done to help get us this far - everyone in the community, and especially Scott Bieler and West Herr,” Jordan said. “Trenton cannot stop smiling every time we get in the van; it brings us joy and relief.”

While Trenton continues to fight DMD, the people around him that love him the most including his family, loved ones and members of the community, are thankful that they could help in his battle.

West Herr Automotive Group / West Herr Cares is proud to be involved with many great charities and organizations within Western New York. Learn more at westherr.com. Follow West Herr on FB/IG and Twitter @westherr

COFFEE FOR A CAUSE

Ellicottville Coffee Co. sales provide support for Rock Autism, WNYMBA



@ellicottvillecoffee

BY MARY HEYL

When owner John Rounds and manager Ty Simic opened Ellicottville Coffee Company in October of 2019, they were eager to bring their many years of experience working with high-quality beans from family-run coffee growers in Central and South America to downtown Ellicottville. Of the many first-year milestones that Rounds and Simic hoped for, growing a new business during a global pandemic was certainly the least expected. However, since Ellicottville Coffee Co. opened its doors at 16 Washington Street, they’ve become a staple downtown and have also raised money and awareness for causes that are important to them and the greater Ellicottville community.

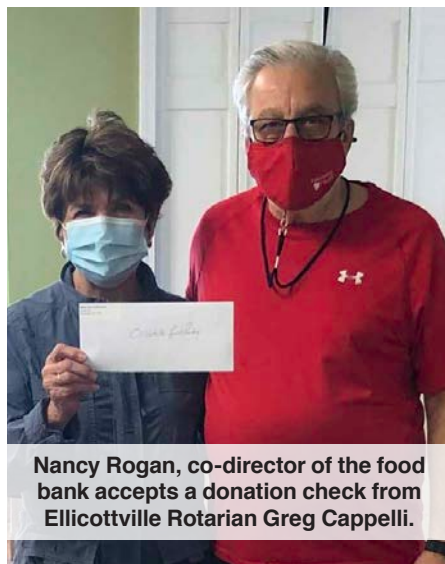
Last April, Ellicottville Coffee Co. announced their new roast to celebrate Autism Awareness/Acceptance Month, and ever since, their Rock Autism Roast Coffee has been a customer favorite. A portion of the profits from this roast support Rock Autism, the non-profit organization founded by Max Muscato and dedicated to supporting the autism community by making contributions to music and arts programs serving youth and adults living on the autism spectrum.

Rounds developed the roast from hand-picked, organic, nitro packed Peruvian coffee beans. He believes creating a roast that supports the western New York-based organization is an important way to support local families who are part of the autism community. Simic pointed out the synergistic effect of multiple businesses and organizations supporting a cause, as Ellicottville Brewing Company also crafted a brew, Sonnyboi, that supports Rock Autism. “Rock Autism is a great organization, with a great cause,” said Simic. “We’re happy to support it, and so are our customers.” Rock Autism Roast Coffee

“Ellicottville Coffee Company” continued page 11

FOOD BANK DONATION

Rotary Club of Ellicottville continues to help restock shelves during the pandemic



Nancy Rogan, co-director of the food bank accepts a donation check from Ellicottville Rotarian Greg Cappelli.

The Rotary Club of Ellicottville continues to provide community support during the Covid-19 crisis. Since the beginning of the pandemic, the club has doubled its quarterly donation to \$1,000 to help keep the shelves of our local food bank stocked. The Rotary Club of Ellicottville proudly supports the food bank and has donated throughout the year including Thanksgiving dinners and Christmas hams. The food bank is located inside the United Church of Ellicottville on the corner of Elk and Elizabeth in the village. Hours are Monday 1:00-3:00pm, Wednesday 4:00-6:00pm and Saturday 10:00am-noon. Ellicottville Rotary’s Foundation for Youth & Family Support has always supported local groups and individuals in need. Most efforts are “under the radar” and many are helped without fanfare or publicity. If you are able to donate, visit www.ellicottvillerotary.com/donate.

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LOCAL NEWS

YODELER LIFT DISMANTLED

Holiday Valley project to install new high speed detachable quad on schedule



BY SPENCER TIMKEY

The lifts stopped spinning, but that didn't mean the work did. In the days after Holiday Valley ceased winter operations for the 2020-'21 winter season, its Mountain Operations crew began a project that will completely change the dynamic of one of its most iconic lifts. This summer, the fixed-grip Yodeler chairlift will be replaced by a high speed detachable quad — a \$4 million project that will continue to enhance the overall experience.

You could call Jim Curtis a Mountain Operations savant. The 45-year resort veteran, now a Mountain Operations manager, has overseen close to "20-ish" lift replacements, from Snowpine (twice), Mardi Gras (twice), Tannenbaum (twice), Cindy's (twice) and now Yodeler (for the third time). Through it all, one thing remains constant: the pride the crew has in installing and maintaining the lifts themselves.

"When we do it ourselves, we know where every bolt is where every piece goes. It allows us to maintain and take care of it so much better," Curtis told ellicottvilleNOW.

The new lift, developed by the Austria-based Doppelmayr, will begin at slightly east of its current location and end where the Champagne Warming Hut currently sits. The Warming Hut will be moved to where the old upper Yodeler lift house was, while that lift house will head to the top of Eagle. In all, it's an immense project with a tight timeframe.

"It's all brand new," Curtis said. "There are a lot of moving pieces to it, and things will fall in line as they happen. But great weather so far this spring has allowed us to get moving on it."

To start, the crew took the chairs off (and before you ask - the entire lift has been sold to another resort, so chairs won't be for sale) before cutting the cable. The top tower and bull wheel were removed to allow crews to begin digging a new foundation for where the Warming Hut will go. Once the building has been moved, Mountain Ops will be able to begin installation on the top terminal.

Since the new lift will follow a different line, none of the existing tower platforms can be used. Instead, Mountain Ops will continue to widen the line and remove trees in preparation for new tower installations. But unlike Mardi Gras and Morning Star - where every tower can be accessed by a truck from the run - Yodeler will require some finesse.

"Between pouring the concrete and tower installation (which will involve an all-wheel drive crane) it won't be as easy as some of the other lift installs we've done," Curtis explained. "But with it being a detachable, two of the towers will be right at the top and a few at the bottom. There will be seven in total, and the middle ones will be a little tricky due to the pitch."

For comparison, the fixed-grip lift had over 80 chairs while the new detachable will use less than 50. While the uphill capacity is pretty similar (2,400 an hour vs. 2,400 an hour), there are two factors at play when speaking on the future benefits.

"To start, this past season we were dealing with a lot of single and double riders due to COVID restrictions and distancing," Curtis said. "But the primary revolves around beginners. Both Mardi Gras and Tannenbaum are great for beginners because of their slow loading and unloading speeds. But once these skiers and riders get to Yodeler, it's a fixed-grip chair that needs to be slowed down. So providing the same speed to load/unload will be really beneficial."

"Holiday Valley Yodeler Lift " continued page 11

ARBOR DAY IN ELLICOTTVILLE

Nannen Arboretum invites the public to celebration and tree planting



ELLICOTTVILLE - On April 30th, the Nannen Arboretum Society, Inc. plans to host activities celebrating Arbor Day. The event will be held on the Rotary Patio at the Town Center, 28 Parkside Drive, Ellicottville, beginning at 11:00am. This year, the slate of events will be abbreviated to adhere to COVID-19 guidelines, but will be informative and fun for everyone.

There will be an Arbor Day Proclamation from the Village of Ellicottville, and recognition of our Tree City USA status. The Village is the smallest community in New York State to hold the Tree City USA designation, and the Tree City USA flag will be presented.

Nebraska City, NE is the birthplace of Arbor Day here in the United States. It was first celebrated in 1872. An estimated one million trees were planted in Nebraska that day.

By the 1920's, each state recognized a certain day to be their Arbor Day, and our National Arbor Day is celebrated every year on the last Friday in April.

On land that was donated in 1958, the Nannen Arboretum was initially designed by Bruce Robinson, a local forester, and John Ploetz, working for the Cornell Cooperative Extension. The first trees were planted in 1976; the Arboretum is home to approximately 300 trees today. As is customary, a new tree will be planted at the Nannen Arboretum at the Arbor Day celebration.

The mission of the Nannen Arboretum Society, Inc. is to raise awareness among our residents and visitors about the beauty, diversity and ecologic contribution of trees. Various Trustees and volunteers will be on-hand to present and discuss the accomplishments achieved at the Arboretum in the past few years, with a look forward to what is in store for the near future.

It is the hope and desire of all those involved to encourage everyone in the community to visit our "hidden gem" on Arbor Day and every day. Volunteers to preserve, protect and enhance the Nannen Arboretum are always welcome - no experience necessary! For more information about how you can participate, please visit www.nannenarboretum.com or Nannen Arboretum Society on Facebook.

55 YEARS OF SERVICE

Senator Borrello honors Mayor Burrell for involvement with fire department

ELLICOTTVILLE - Senator George Borrello presented Ellicottville Mayor John Burrell with a proclamation Thursday, April 15th recognizing Mayor Burrell's 55 years of service with the Ellicottville Volunteer Fire Department.

"John is an Ellicottville native and he has dedicated his life to making his hometown a better place for his friends, family and neighbors," Senator Borrello said. "He joined the Ellicottville Fire Department in 1967 and is still an active member, driving the department ambulance on EMS calls. His service to the people of Ellicottville goes back more than half a century. That kind of commitment to others is remarkable and deserves recognition. He's devoted himself to the welfare of his community."

"I am very proud to have this opportunity to honor John for his dedication to the safety and betterment of Ellicottville and our region," Senator Borrello continued. "There are very

"Burrell Recognized " continued page 11

REGIONAL NEWS

CATT. COUNTY FAIR IS A GO!

4-H youth educators and club members excited to return to live events



By MARY HEYL

It's official: this summer, the fairgrounds in Little Valley will come alive for the Cattaraugus County Fair Aug. 1st-8th! Cattaraugus County 4-H Youth Educators Carrie Busekist and Abigail Luzier are thrilled with the recent announcement, especially given the disappointment of last year's cancellation. Although events and entertainment for this year's fair are still in the planning stages, 4-H members are already hard at work on their fair projects. "Most or all of the market animal projects - like beef, pigs, goats and sheep - have all been purchased or born on the farm," Busekist explained. "We start poultry next, beginning with turkeys next week, and chickens a few weeks after that."

Last year, despite the cancellation of the fair, 4-H youth had the opportunity to raise and sell their animals and even learn a new platform for selling. "Last year, we were able to offer the kids a virtual platform to sell their animals or do private treaties," Busekist said. "Instead of the auction process, if they had a ready buyer, they could draw up a contract with our help. Also, we did a virtual showcase: on our Facebook page and our website, kids submitted pictures and videos of their animals or projects. Each day of what would have been the fair, we posted those videos on our virtual platform."

Over the past year, many 4-H clubs have been meeting virtually. On the Cattaraugus County 4-H group's Facebook page, Busekist has done live demonstrations on everything from maple syrup making to STEAM projects like coding. "Throughout the 4-H year, which begins in October, we've been doing virtual craft days. We even did a pie-baking and muffin baking contest. As things have opened up this spring, and when we did have nice weather, we were able to do socially-distanced and masked activities and a few things this fall."

While 4-H members were appreciative of alternative opportunities to participate, the live, in-person fair was deeply missed by all. Busekist noted, "The disappointment was completely understandable. The fair was one more thing they had to lose, which is tough because it's the social event of the year in the 4-H community!"

This year, she and Luzier are gearing up for a promising fair week and anticipating much greater participation. "This year, we have close to 300 members, county-wide, and with the announcement of the fair, we'll probably have more who will join," Busekist explained. "In addition to the animal projects, we're also planning to display handmade projects in person."

4-H members' projects include artwork, baked goods, collections, crafts, photography, textiles and more. Busekist explained that these projects would be judged in two different sessions on two different days so that members, their projects, and judges are safely distanced.

While the pandemic has certainly affected the organization of this year's fair, in many ways it's still "business as usual" for the county 4-H program. "In the 4-H world, you adapt," said Busekist. "You never know what could happen at the fair, because there's a lot of moving parts!"

Busekist said that 4-H has their safety plan in place per the state's regulations, and they'll be able to implement it even before the fair begins. She said, "We're actually hosting in-person horse shows in May and June, so that will give us the ability to test out the protocols that we've put in place. We're really excited to finally be doing events in person again!"

4-H is open to children ages 5 to 18, and those interested in joining can visit <http://cattaraugus.cce.cornell.edu/4-h-youth> or email cattaraugus4H@cornell.edu. For pictures of past events and fairs, follow Cattaraugus County 4-H on Facebook.

CA BOCES PARTNERS WITH RIT

World class animation coming to school districts in the region



ROCHESTER, NY - Soon, school districts in the Cattaraugus-Allegany BOCES (CA BOCES) region will see world-class animations gracing their hallways, school buses, gyms, and theaters.

Through a new partnership with Rochester Institute of Technology's MAGIC Spell Studios, the Information Technology Department at CA BOCES is preparing to offer custom animation offerings to component school districts in the region.

CA BOCES Information Technology Director, Michael Graf, said that the new opportunity will be a forward-looking opportunity for school districts. "While we already have a professional animator on our team, our new partnership with MAGIC Spell Studios has allowed us the opportunity to work with a professional-grade studio team in offering animation on a broader scale to our component districts at a reasonable price through existing CoSer structures."

CA BOCES District Superintendent, Scott Payne, said that he believes the partnership will be advantageous to both the BOCES organization and component school districts. "Customized animation options like this will allow our educators, both in BOCES classrooms and in our component districts, to use even more creativity when working to engage students," he said. "I am excited to see this program offered in our region."

MAGIC Spell Studios, LLC, is the entrepreneurial and commercial heart of MAGIC at RIT. Encompassing a fully functional film sound stage, sound mix and color correction post-production studios, a 4K Dolby Atmos theater, and several working media laboratories, MAGIC Spell Studios, and their student and faculty talent, is ready and available to work on animation and media projects through this new partnership with CA BOCES.

CA BOCES is currently running pilots with two regional school districts to finalize programming and will soon announce program details to all component school districts. Potential projects include animated avatars of administrators and mascots, character education animated story lines, and 2D/3D creations for use in sensory rooms and hallways.

Graf said that he is also excited for what this type of programming can do to boost this career field in the region. "Aside from providing this high-level of affordable programming to our districts to help engage students, we have partnered with a world class university and production team to blend together our current technology offerings and support with animation and whatever new technology is around the corner," he said. "The hope beyond this is to interest students in video, animation, and create a strong presence in our region for this field that might typically land in an urban setting."

Graf also mentioned that he is impressed by the caliber of programming and support at RIT. "The team at MAGIC has been extremely helpful and engaged in creating programming that benefits their students professionally and also creates good learning experiences and engagement for youth in our region - it is a win-win."

David Long, Director of RIT MAGIC Center/MAGIC Spell Studios said, "MAGIC Spell Studios is very excited to contribute the expertise and talents of RIT's animation students to this fun and exciting project with the BOCES team. Putting positive themes into school buildings with living animated characters, school mascots, and even cartoon teachers and administrators is a perfect way to make these messages engaging and exciting for everyone."

Programming is projected to begin in early Fall 2021.



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BUSINESS

Real Estate and Vacation Rental Markets Continue to Grow Amidst Pandemic

ELLICOTTVILLE - ERA Team VP Real Estate & Vacation Rentals has served Western NY and Northwest PA for over three decades and has prided themselves on a foundation of continuous growth and innovation. When the COVID-19 pandemic first hit, the company's team leaders knew it was a "make or break" situation and quickly turned to their roots and core values to ensure they were "around for the rebound". It also helped that the real estate market took a turn for the better – the opposite of what most industry experts expected.

Cathleen Pritchard, an ERA Team VP real estate agent/associate broker who has worked in the Ellicottville real estate market for over 30 years says, "I have truly never seen the market quite like this in my 30+ years in the business. Sellers are in the driver's seat, receiving multiple offers and their homes being only on the market for a very short period of time. Inventory is incredibly low and properties are selling over list price in some cases – again, something we haven't seen around here in a very long time. It also helps that interest rates are very low right now. I'm finding that clients want to be in an area they can 'get away to', which is exactly what our market offers. I honestly thought the market was going to move in the other direction when the pandemic first hit, but to my surprise, it has done a complete 360. We're even still selling to Canadian buyers virtually even though the border has been closed for over a year now. It's really incredible."

In addition to the real estate market boom, ERA Team VP's vacation rental department has also experienced growth and continues to evolve as well. "We've really seen an overall evolution in the way that folks are searching for and booking their vacation homes," says Jada Carlson, Director of Vacation Rental Marketing. "Our Ellicottville vacation rental market skyrocketed last summer, and we saw over a 50% increase in bookings compared to the summer of 2019 – something none of us were expecting to see at the start of the pandemic. Reservations also seem to be steadily increasing in Chautauqua as well."

Jada also notes the importance of housekeeping and social distancing measures that the rental department has taken since the start of the pandemic. "We knew right away that it was crucial to continue emphasizing the importance of proper cleaning measures – something we've

always taken great pride in," she says, "but it's more important than ever now. We invested in better cleaning products and promoted contactless check in/out procedures. We feel this gave our owners and guests peace of mind when it came to staying with us and choosing our team to represent their vacation homes, and continues to do so."

With the increase in business on both fronts, it was necessary to grow the team, says Bill Soffel, Owner/President of ERA Team VP Soffel says. "In order to keep up with the demands of the real estate and vacation rental markets and continue providing the best service possible to our buyers, sellers, owners and guests, it really made sense to grow our team. We've added numerous real estate agents across all 7 of our offices and have also welcomed several new staff members as well."

The most recent real estate agent additions include Anna Marie Sischo and Brittany Mulkins, both working out of the Jamestown, NY office; Kimberly Connolly and Diane Price, both working out of the Arcade, NY office; Ben Soffel, Mollie Stutzman, Jennifer Bernard and Lynn Case, all working out of the Chautauqua, NY office; and Patricia Collier, working out of the Allegany, NY office.

Bill also notes that the company is always looking to welcome new agents to the team and feels strongly that the market will continue to stay strong. In addition to the growth in real estate agents, ERA Team VP has also expanded their marketing/advertising department, something Hannah Raynor, the company's Creative Director, says is very exciting and will only help enhance the company's ability to assist agents and team members. "The addition of two new Marketing Specialists within our marketing department is so exciting and rewarding. With the increase in business company wide, there has also been an increase in marketing needs on an agent level and we're thankful to have the resources to deliver."

For more information about ERA Team VP Real Estate and Vacation Rentals and the real estate/vacation rental market in the Southern Tier of Western New York and Northwestern Pennsylvania, visit www.erateamvp.com or call their main office at 716-413-0200.

ELLICOTTVILLE COFFEE COMPANY

cont. from page 04

fee, though created in honor of Autism Awareness/Acceptance month, is available all year in-store and on ellicottvillecoffee.com.

The month of April is also the time when mountain biking season begins, a season that is especially dear to Ellicottville Coffee Co. and the original business at 16 Washington Street, Adventure Bound onthefly. "We are big-time mountain bikers and huge supporters of the Western New York Mountain Biking Association," said Simic. Ellicottville Coffee Co. is a proud sponsor of WNYMBA, and they even have a special roast, "Take the Black Trail," in honor of the organization. A portion of the proceeds from each bag goes directly to WNYMBA to support their trail work efforts. This WNYMBA roast is also from the Chirinos district in the Cajamarca region, one of the premiere coffee-growing regions in the world.

Simic said, "John (Rounds) is actually in Peru right now on the hunt for new coffees. In fact, that's a big part of our story. We have a sister coffee shop, Ulrike's Cafe in Pisac, Peru that my family has had for over 20 years, and John has been a good friend for at least that long." Rounds and Simic spend part of the year in Peru and part of the year in Ellicottville where they enjoy roasting the beans they've thoroughly researched during their travels. In the next few months, Ellicottville Coffee Co. will be adding to their coffee offerings, which will include a collaboration with Sacred Valley Roasters through a joint project with Ulrike's Cafe.

Despite the challenges created by the pandemic, the new business has continued to grow, especially since they were already set up for carry-out service. Simic noted that Ellicottville's favorable weather over the past year has also played an important role in tourism and local foot traffic. "We had a nice summer and 10 weeks of beautiful fall colors," Simic said. "Winter was as good as it can get: cold and snowy up until a few weeks ago! A lot of people were pushed into the outdoors due to COVID, and Ellicottville is the perfect place to have that outdoor experience all year 'round.'"

Adventure Bound onthefly continues to offer a great variety of outdoor and adventure items in-store. Simic explained, "Our niche is you can come in, try it on, get fitted, and walk out with it. A lot of people have been missing that experience, which you don't get with online shopping." On the coffee side, customers have been enjoying the nitrogen cold brew on tap. "The caffeine delivery is different from your typical espresso," Simic explained. "It's not acidic and it has a smooth four or six hour caffeine release that's easier on the system."

Customers can purchase bags of whole bean coffee, including the Rock Autism and WNYMBA roasts, online, as well as mugs and tumblers online. For news and updates, visit ellicottvillecoffee.com and follow Ellicottville Coffee Co. on Facebook.

HOLIDAY VALLEY YODELER LIFT

cont. from page 07

The new lift will run at speeds close to 800 feet per minute, compared to the 342 of the fixed-grip. This means your ride up Yodeler will almost be cut in half - from just under 5 minutes to around 2.5. A project of this magnitude requires a lot of moving pieces to fall into place at the right time.

This summer isn't just about installing a new chairlift - it's getting maintenance finished on every other lift as well as the typical ins-and-outs of summertime operations. Fortunately, Curtis and the Mountain Ops crew have been through it before and understand the urgency. For more information on the new Yodeler high speed chairlift, head to www.holidayvalley.com or stay locked to the resort's social channels to see updates in real time.

MAYOR BURRELL RECOGNIZED

cont. from page 07



Senator George Borrello (left) presents a proclamation to Mayor John Burrell.

few public servants who are as dedicated as John. Not only has he volunteered with the Ellicottville Fire Department for 55 years, he has served as mayor for 11 years, served as a Village Trustee for 16 years and is a former Town of Ellicottville Supervisor."

Senator Borrello presented the proclamation to Mayor Burrell during a meeting at Dina's Restaurant in Ellicottville. Mr. Burrell thanked Senator Borrello and said he has always believed it's important to give back to the community.

"I was overwhelmed and humbled to be presented with a framed proclamation by Senator Borrello," Mr. Burrell said. "I am honored to receive this from Senator Borrello and I'm proud to count him as a friend. More importantly, he is a friend to Ellicottville and our region."

Senator Borrello said Ellicottville and the region is fortunate to have dedicated public servants like Mr. Burrell who are willing to give their time, talent and energy to serving the community.

HEALTH & FITNESS

Core Performance: After Ski Season Has Ended, Do Not Stop Stretching and Conditioning

BY KIM DUKE, CERTIFIED PERSONAL TRAINER

Many of my clients are skiers/snowboarders who have had a very active season due to our incredible winter. But now, with skiing/snowboarding season over, these same clients are experiencing stiffness and tightness in their backs, hips and legs. The reason for this is because of the complex genetic engineering that goes into the makeup of the lower body. The knee, for example, has an extremely large threshold for impact absorption that allows people to run and jump at unprecedented levels of competition despite moving in a simple hinge motion. However simple the motion, the amount of muscles used to perform the hinge itself is actually quite drastic. If these muscles - like the quadriceps and the calves - are underused or have weak function, there will be drastic increase of injury, and therefore decrease in performance. In order to aid the knee in performance, we move these muscles through their normal range of motion and try to increase the degree of range each time. By stretching and progressing the musculature around the knee, we help promote proper movement and elasticity - from the largest movement contributors to the smallest.

By stretching muscles around the knees and hips like the IT band, the adductors, the quads, and hip flexors, that tension can be lessened and prevented. Stretching can also help you recover from inefficient movement patterns either on the hill or off of it.

While the tendency is to focus solely on the lower body, it should be stressed that the upper body should not be overlooked. Your upper body is impacted from the twisting of your torso while changing direction, planting your poles to create momentum, and

bracing when falling. Your shoulder protocol should focus on stretching the shoulder and its many attachments like the triceps, biceps, pectoral muscles, deltoids, and rotator cuffs - moving them through full range of motion.

So whether you are preparing for ski season or recovering from ski season, stretching should be an important part of your daily routine.



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

Inner Peace and Strength: How Exactly Do You Ask Someone If They Are OK?

BY LAURA WIDGER, LCSW



Seeing as the year 2020 is in our rear view window and the stigma around mental health has shifted gears some, how do we exactly ask our loved ones if they are ok emotionally? Say we notice some mood shifts, some behavioral changes, or perhaps some more serious concerns ... what is the ideal way to bring this up? As we embark together on this imperative conversation, let us hear from an expert, Breanne Abbott, LMSW. Breanne is an experienced trauma mental health therapist at Connecting Communities in Action and has recently embarked on a macro-level journey to get trained in "Mental Health 1st Aide." Mental Health 1st Aide is a nationally recognized program that teaches community members how to respond, have conversations, and address early signs of a mental illness.

When posed the question: How do you ask if someone is really ok?, Breanne jumped in with, "Approach them with compassion and kindness to find out where they are at. First you want to open

the conversation up in a light-hearted manner, just expressing what changes you have noticed with your loved one. Then, you want to give the person an opportunity to share, and it is of the most importance to listen non-judgmentally. Find a comfortable location or a place where you both feel at ease and then just bring up exactly what you have noticed in a respectful and matter-of-fact or factual way. You can bring up what exact behavioral changes or general concerns you have seen."

An example of this: "Hey, I have noticed you are not texting me back as often as you usually do, or your work clothes or outfits have changed." Breanne adds, "You have to be prepared for what they are going to say as best you can. It isn't for you to change or negate their feelings, nor is it your role to judge how they initially respond to you. Listen and avoid using dismissive language or voicing anything that might minimize their feelings. Remember, people you care about are entitled to how they feel even if they didn't intend to feel a certain way. There is no common sense scale to what is upsetting someone. Remember that everyone's experience is different, including how their bodies and minds will react. This varies from person to person and there is no comparison or competition to who has it worse. A few words or phrases of affirmation you can use are: 'Wow that sounds so frustrating' and 'Yes that sounds really tough.'"

Let us back track for a moment, and hear Breanne's spin on the question: What are some

indications that someone is not ok? Breanne states, "Changes in behaviors can be indicators that someone is struggling emotionally. Some of these behavioral changes may be: performance changes at home/school/work, changes in physical appearance, a decline in attendance at school/events/work/co-curricular activities/family functions, etc. Also, a change in language can indicate perhaps some symptoms of depression or anxiety. For example, if your loved one is typically positive and upbeat either in person or in their social media posts, and that shifts some, that could be an indicator. Also, if your loved one is typically wordy in person or via text messages and is now communicating with a "Fine" or "Ok" or "Nothing", that could be a subtle sign. Lastly, if someone you regularly communicate with is not responding back to you, this could also indicate an emotional shift.

As we move forward to solutions, Breanne adds some profound strategies to support, maintain, and grow into emotional wellness. When these conversations are taking place and support systems are then discussed, Breanne adds, "The first place to help your loved one explore their supports is avenues already present in their lives (people that can support them). Following support systems, you can bring up activities or opportunities, on a scale appropriate to where they are at, that can help (things they might enjoy to do). Also, pets can be amazing supports and spending time with your pet increases your serotonin and endorphin levels when you pet, hug, or squeeze them gently. With the weather breaking, just getting outside in the sunshine can help with vitamin D levels.

Next, you can also explore barriers. One example: If you know your loved one enjoys painting but has run out of supplies, you can talk about what it would look like to get more supplies or any ideas on the next creation once art supplies are replenished ... tapping into motivation and excitement can help them. You can also offer practical help with tasks that seem overwhelming for your loved one such as: would it be helpful to make a plan to tackle the spring cleaning housework together?"

Breanne concludes with a warm heart in saying, "Recovery or wellness is often enriched with the help of a mental health professional and a great way to get connected to one is to start with your general doctor."

In closing, Breanne wanted to add that the single statement of "I will support you on your life journey," can make the entire difference in someone's life, as they begin to see and feel they are not alone.

If you would like more tips, suggestions, and hints, check out Connecting Communities in Action's Facebook page for upcoming 2021 trainings/resources from Breanne Abbott and Mental Health 1st Aide.

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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LIBRARY NEWS

The Ellicottville Memorial Library is open (mask and proper social distancing required) with regular hours of operation. The Memorial Day book sale will start on May 29th. We are accepting donations of books and DVDs up until May 26th. Go to www.ellicottvillelibrary.org for information on new arrivals of books and upcoming classes.

SERVICES

ROVER MAKEOVERS: Professional pet grooming. Owned and operated locally by mother & 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 for sale.

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

EMPLOYMENT

THE ELLICOTTVILLE CENTRAL SCHOOL DISTRICT IS ACCEPTING APPLICATIONS FOR THE FOLLOWING POSITIONS:

- Full-time: Teacher Aide
- Part-time: Cafeteria Worker

In addition to a competitive salary, employees may also enjoy other benefits such as:

- Paid holidays each year
- Paid sick days
- Paid personal days
- Paid vacation days
- New York State Retirement System
- 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, April 30, 2021. EOE

EMPLOYMENT

LICENSED MASSAGE THERAPIST: Ellicottville Salt Cave & Halotherapy Spa is looking for a part-time or full-time massage therapist to join our team. Call Tracy at 716-699-2068, email evlsaltsense@gmail.com or stop in at 32 W. Washington Street, Ellicottville, NY.

THE JEFFERSON INN: Immediate opening for Innkeeper's Assistant at The Jefferson Inn bed and breakfast. 2-4 days per week, weekends required. Work includes cleaning, reservations, food prep, gardening and guest interaction. Basic computer skills required. Qualified candidates must be mature, reliable, detail oriented, self-motivated. Prior cleaning and/or hospitality experience a plus. Email resume/letter to info@thejeffersoninn.com

HELP WANTED: Experienced carpenters needed. Please apply to G.M. Nickolson Construction, Inc., located at 42 Mill Street, Ellicottville, NY 14731 or email gmnickolson@aol.com

WRITERS WANTED: [ellicottvilleNOW](http://ellicottvilleNOW.com) is looking for writers to cover local government meetings (Village and Town Board meetings) as well as special interest stories. Great supplemental income. Send writing samples to brenda@ellicottvillenow.com

VOLUNTEER

Volunteers are needed for spring cleanup at the Nannen Arboretum, 28 Parkside Drive, Ellicottville, on Monday, May 3rd from 9:00am-noon. We will be taking down deer fencing, raking, and picking up branches. Bring your rake, work gloves, and mask.

OBITUARIES

Thomas R. Mercer • March 13, 1966 - April 8, 2021

ELLICOTTVILLE, NY - Thomas R. Mercer, 55, of Ellicottville, passed away Thursday, April 8, 2021 at his home. He was born on March 13, 1966 in Salamanca, son of the late Roger and Patricia (Loveless) Mercer. Tom had worked at the former DJ's Diner in Ellicottville for many years before working at the Salamanca Antiques Mall, where he was currently employed.

Tom was seen all around Ellicottville, whether walking or riding his bike, and will be missed by many. He was a member of the Holy Name of May RC Church in Ellicottville and enjoyed his hobbies of playing cards, collecting model cars and license plates, and especially enjoyed animals.

Mr. Mercer is survived by a sister, Teresa Wagner of Ellicottville, a niece, Calla (Ryan Monroe) Wagner of Little Valley, and many cousins, loving family members and friends. Tom was also very close with and enjoyed his time with his loving aunt, Lucille Harris, who predeceased him on February 22, 2020.

Private family services will be held. Burial will be in Holy Cross Cemetery in Ellicottville. Memorials may be made to the Almost Home Animal Sanctuary, 6251 Hart Rd., Little Valley, NY 14755 or E.A.R.S., www.facebook.com/EmpireAnimalRescue. Arrangements are under the direction of Mentley Funeral Home Inc., 411 Rock City St. in Little Valley.

Teddar Scott Brooks • July 3, 1944 - April 13, 2021



LITTLE VALLEY, NY - Teddar Scott Brooks, distinguished attorney for 48 years, went to be with his Lord on April 13, 2021. He was born to Torrance and Lenora Brooks on July 3, 1944.

He was a graduate of Cattaraugus Central School, University of Buffalo, SUNY Albany, and Cornell School of Law. He served in U.S. Army Military Intelligence during the Vietnam Era, was a member of the New York and American Bar Associations, the American Legion, the Otto Masons and the Wesley United Methodist Church.

He is survived by his wife Judy (Allen); daughter Kristin Wein-hoffer, Grapevine, TX; son Stephen Brooks, Batavia, NY; stepdaughter Darcy Beatty, High Point, NC; stepson Christopher Ashley, Silver Creek, NY; brothers Terrald (Joanne) Brooks and Kameron (Becky) Brooks; sisters Lynn (Rick) LeFeber, Avion Brooks, Randy (Bob) Kiehle and Sally Crocker; 9 grandchildren and 3 great-grandchildren.

Teddar will always be remembered as a kind, patient, and as one person stated, "an excellent gentleman". In 1999, he was awarded the Courage to Come Back Award from the Clarkson Center in Buffalo for successfully beating stage 4 cancer in 1994.

One of Teddar's greatest rewards in life was his love of helping people and using his

knowledge of the law to best serve their needs. His patience, understanding and compassion with clients resulted in many of them becoming lifelong friends. His professional and personal work ethic was legendary. He would meet with anyone in need no matter the time, distance or place. Teddar prided himself on having the most computerized state of the art office in Cattaraugus County. Few of us can say that our lifework was also our hobby, and that is what made Teddar so extraordinary and well balanced.

After his recovery from stage 4 cancer, his health allowed him to enjoy travels in the United States and Europe with his wife Judy, his amazing mother and friends. He also mentored other cancer patients on better health through better nutrition and exercise. He was a true public and community servant quietly supporting and donating to a wide variety of causes, organizations, and ministries.

"No man stands so tall as when he stoops to help others." Thank you Teddar.

A memorial service will be held on Saturday, April 24, 2021 at 11:00am at the Little Valley United Methodist Church on Court Street. Burial with military honors will be in Liberty Park Cemetery. Due to COVID-19 restrictions, masks will be required and limited occupancy observed.

Memorials may be made to the Wesley United Methodist Church and mailed to the attention of Sandy Allen, 8973 Persia Rd., Gowanda, NY 14070.

COMMUNITY-WIDE GARAGE SALE

The Greater Olean Area Chamber of Commerce (GOACC) has scheduled the Community-Wide Garage Sale for Saturday, May 22nd from 9:00am-4:00pm. Anyone interested in holding a garage sale at their home will need to register their address with GOACC for a \$5 fee in order to be placed on the garage sale map. For more information call GOACC at 716-372-4433.

instaNOW

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boardroomeville: Big cheesin' under the masks - who else got their groms pumped on this winter season? #evlnow



mclucarelli29: We love finding @ellicottvillenow papers everywhere we go @steelboundevl #evlnow



willygoat_adventures: Love the change of seasons! #springchicken #adventuredog #getoutside #evlnow



seancornelius80: Earn your turns Thursday @ellicottvillenow



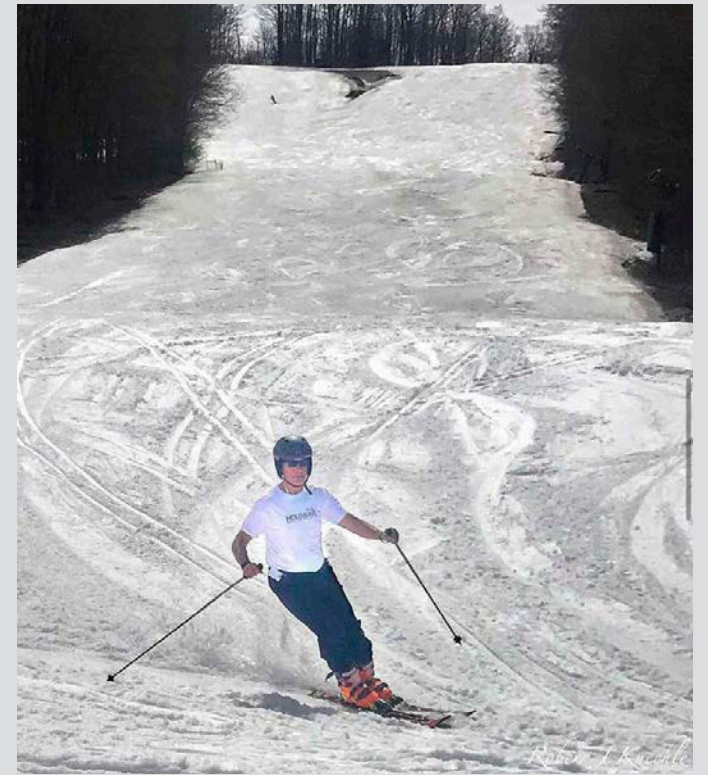
team_pritchard: Beautiful day in town! #thisisellicottville #team_pritchard #evlnow



msgshopgirl: This makes my head spin and heart gasp for air all at the same time. The finish line is in sight! #senior #ellicottvillenow



christycaruso: #holimont #untilitsgone #skitheeast #evlnow



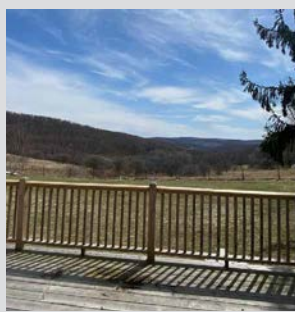
robert_kuechle: 75 degrees and sunny @holimont #skiingislife #springskiing #evlnow #ellicottvilleny #wny #wnyphotographer



ellicottvillefarmersmarket: #efm2021 #ellicottvillnow



robert_kuechle: Easter Sunday #evlnow #getoutside #ski



relaxedrealtorevl: Welcome to your new view #ellicottvillenow



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2 Four Wheel

4 seasons of fun! A perfect place! HoliMont awaits. 4 bdr/3ba
\$825,000



6876 Leslie Road

A great view from a wonderful home! Looks at HoliMont! 3 bdr/2 bath.
\$709,000



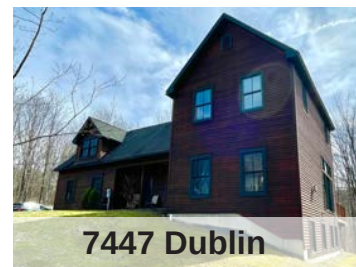
5 Sundance

Rustic, beautiful home. This is the place to relax! 5 bdr/3 bath.
\$569,000



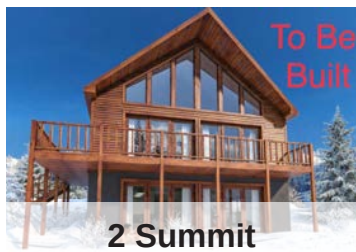
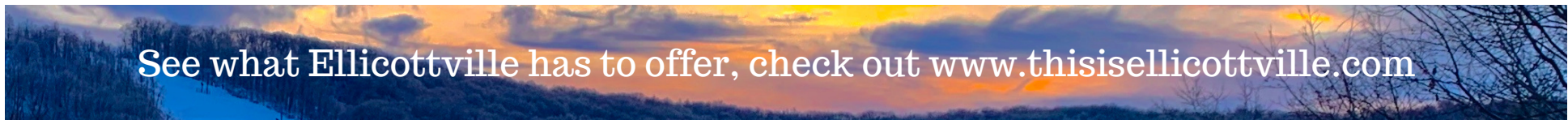
6911 Ridge Road

Amazing home, full downstairs bar! 5 bdr/3 bath.
\$679,900



7447 Dublin

Great home with lots of land. Full attached apt! 4 bdr/3.1 ba.
\$499,000



2 Summit

These are being built- Buffalo Modular homes! 7 bdr/ 5 ba
\$585,000



24 Holimont

Steps to Holimont. Completely updated, ski ready! 4 bdr/3.1 ba
\$569,500



6652 Thistle Road

Close to Holiday Valley! Lots of fresh updates! 4 bdr/2.1 ba
\$549,900



142 Center Street

Stimulus ready, two homes in the heart of Salamanca. Biz Opportunity! **\$596,500**



2 Summit

These are being built- Buffalo Modular homes! 5 bdr/4 ba.
\$540,000



Cathleen Pritchard & Melanie Pritchard
 Assoc. Real Estate Brokers
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 E: info@teampritchard.com
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