

# ellicottvilleNOW



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# FREE

## Fall Foliage Adventures in Ellicottville

Holiday Valley offers plenty of socially distanced outdoor activities; enjoy the colors of the season!



Chairlift rides are offered every weekend through the month of October. For the extra adventurous, try the "Walk on the Wild Side" package. Details inside.

photo/Clara Kosinski

BY BRENDA PERKS

Take a ride up the Mardi Gras or Spruce Lake chairlifts on Saturdays and Sundays during the month of October to view the spectacular fall leaves on the hillsides of Holiday Valley. The resort grounds also plays host to top-of-the mountain cook-outs, sidewalk sales, and a Guess the Giant Pumpkin contest with weekly winners. Master falconer Jonathan Clarkson of American Hawkeye will have his birds on display at the top of Spruce on select weekends in October, and the Mountain Coaster is up and running for those seeking a thrilling ride! Visitors are also encouraged to help Holiday Valley "dress the scarecrows" ... Bring your gently used clean clothing and look for the scarecrows lining the walk by Mardi Gras lift. Check out the full list of activities.

... page 07

### Holiday Valley releases Covid procedures for the upcoming ski season

In late-summer, ski resorts around the country began announcing operating procedures for the upcoming season. Fortunately, skiing/snowboarding already takes place in an environment where social distancing isn't only prevalent, it's encouraged. And most of the time you're already wearing goggles and a facemask. But the challenges remain. It will be up to each of us to do our part to ensure we have a fun, safe season. Holiday Valley recently released its COVID operating policies for winter '20-'21, using guidelines set forth by the ski industry.

... page 04

## WEED ROSS GROUP SPEARHEADS DONATIONS FOR LOCAL SCHOOLS

Sean Cornelius, local insurance agent, is no stranger to giving back. He's of the attitude that the more you give, the more exposure your business gets - therefore, garnering more business - which allows you to keep giving back. "It came to my attention that not every kid has a device - a computer or a tablet - for remote learning," Cornelius said. "We learned that ECS hadn't earmarked any money to purchase additional devices. We found out that we would need around 40 iPads to fill in the gaps, and if the school goes through the Apple School Program, they get a discount. The wheels started spinning after that." By Spencer Timkey ... page 04

## #MoveforLASP #GivingTuesday

32 Years Later, Bill Lounsbury's Legacy Lives On: The Lounsbury Adaptive Ski Program expands on its fundraising campaigns



@lounsburyadaptive

BY ANJANETTE NICOLAZZO

When longtime Holiday Valley Ski Patrol member Bill Lounsbury lost his right leg to osteosarcoma cancer in 1982, he was back on the slopes eight weeks later. His fellow patrollers gifted him outriggers, allowing him to teach himself to ski on one leg. Upon Bill's death in 1988, donations in memoriam were collected and sent to the ski patrol. Collaboratively his loved ones, friends, fellow patrollers, and the management at Holiday Valley founded the Lounsbury Adaptive Ski Program (LASP). Created in his honor, LASP has benefitted hundreds, if not thousands, through recreational therapy. Individual donors are the core of LASP funding. Here's how YOU can help.

... page 15



All participating vendors will be set up outside their homes or businesses each weekend through October. Maps are available at [www.EMFun.us/WILMA](http://www.EMFun.us/WILMA).

### Fall craft show season invites shoppers to travel Catt. Co.

Each year, W.I.L.M.A. (We Invite Local Manufacturers and Artisans) is held at the Cattaraugus County Fairgrounds in Little Valley, but due to the pandemic, this wasn't a viable option for 2020. The Tourism Dept. of Cattaraugus County and the Enchanted Mountains put their heads together, and this year, have reinvented W.I.L.M.A. as a "Fall Crawl." By Mary Heyl ... page 08

# FALL ADVENTURES

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# NOW *this ...* by Brenda



Oct. 17, 2020 has been proclaimed Roswell Employee & Volunteer Appreciation Day.

## Appreciation.

October is Breast Cancer Awareness Month. It has been recognized as so since the mid '80's when the American Cancer Society launched a week-long campaign to raise awareness about the disease and the importance of early detection. Betty Ford helped to kick off the inaugural 1985 event; she herself was a breast cancer survivor. Since then, the Susan G. Komen Foundation, Boarding For Breast Cancer, The Pink Pumpkin Project ... many charities and initiatives across the nation have been created to support the fight.

Chances are, you know someone who has battled or is battling breast cancer. Perhaps you yourself are a survivor. Perhaps you've lost a loved one to it. If breast cancer hasn't made an impression on how precious life is, certainly there's a cancer out there that has – whether directly or indirectly. Lung cancer, pancreatic cancer, colorectal, kidney, bladder, ovarian, brain, melanoma, lymphoma, leukemia ... it's scary to think about how many different ways it affects our bodies. Cancer does not discriminate. And as unpredictable as it is, we are fortunate here in western New York to have one of the top-rated cancer treatment facilities in the country.

Enter Roswell Park Comprehensive Cancer Center, recently named the 14th-ranked cancer center nationwide. Located just an hour's drive north of Ellicottville, Roswell is no stranger to our local community. Many of our own have had to make acquaintance with the corridors of the medical complex.

Ellicottville Mayor John Burrell celebrated a successful bone marrow transplant at Roswell just this past August. Because of the fantastic care he received throughout his diagnosis and treatment period – along with the quality care that some of his family and many of our community members have also received there over the years – he is moved to do something to give back and show his appreciation. "As Mayor of the Village of Ellicottville, I have proclaimed Saturday, October 17, 2020 as Roswell Park Employee & Volunteer Appreciation Day in the Village of Ellicottville, New York."

With assistance from the Ellicottville Chamber of Commerce and Villaggio's Nick Pitillo (whose Stock The Freezer 'Donate a Meal' program has delivered over 1,000 meals to the Roswell Team), Mayor Burrell's invitation to host Roswell Park employees has been extended with open arms.

"On Saturday, Oct. 17, 2020, many of our shops, restaurants and businesses will be offering specials to employees and volunteers of Roswell Park Comprehensive Cancer Center," Burrell wrote in the invitation which is being sent to all 3,500 Roswell employees. "These specials may be a shopping discount or a dining offer or a little gift to show our appreciation – as a village – to all those who work and volunteer at Roswell who have taken such good care of the many members of our community who have battled cancer."

If you are a Roswell Park employee or volunteer, all you need to do is look for the 'Welcome' poster in our participating storefront windows on Oct. 17th and show your RPCI ID card or mention that you are with Roswell. This day is not limited to just nurses and doctors. EVERY EMPLOYEE of Roswell Park plays an important role, including administrative & secretarial staff, security, kitchen staff, housekeeping, parking attendants, etc. The day will officially start at 11:00am at the Gazebo in front of the Town/Village Hall, where there will be an official welcome with Mayor Burrell reading the Proclamation.

Roswell Park Employee & Volunteer Appreciation Day in Ellicottville will make for a memorable October outing for those that are able to enjoy the day here. For me, it's perfect timing to show my gratitude on a personal level. The end of this month will mark one year since my last infusion at Roswell (pictured above). As a leukemia survivor who lived on Roswell's "5 West" for 29 days followed by 10 months of outpatient treatment,

"NOW this, by Brenda" continued page 21

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MENU

# BUSINESS

## SKI SEASON PROCEDURES

Holiday Valley releases plans for Winter 2020-'21, subject to NYS guidelines



BY SPENCER TIMKEY

Crisp mornings and changing leaves has everyone thinking one thing — winter is almost here. Since the pandemic began, Ellicottville's local businesses have done an outstanding job of rapidly changing gears to safely accommodate its patrons, implementing procedures from social distancing to facial/temperature scanners to branded plexiglass between barstools. It's been an uphill battle, but one that's been met with a tenaciousness you've come to expect from Ellicottville.

In late-summer, ski resorts around the country began announcing operating procedures for the upcoming season. Fortunately, skiing/snowboarding already takes place in an environment where social distancing isn't only prevalent, it's encouraged. And most of the time you're already wearing goggles and a facemask. But the challenges remain. It will be up to each of us to do our part to ensure we have a fun, safe season.

Holiday Valley recently released its COVID operating policies for winter '20-'21, using guidelines set forth by the ski industry. New York State guidelines have not yet been released, and the resort may need to tailor the plans depending on what the state mandates. HV's projected opening date — weather permitting — is Friday, November 27th. With 60 trails, 13 lifts and a world-class snowmaking system, the resort has the outdoor space and capabilities to successfully navigate us through the season.

### PASSES

At this time, Holiday Valley does not plan to limit the number of skiers or riders permitted at the resort most days. A bonus for Classic Season Passholders? The resort plans to open Yodeler and Mardi Gras at 8:00 a.m. every Saturday between December 26th and February 27th. Extended operating hours will allow season passholders to be the first ones on the hill and get some good turns in on the weekends.

A few years ago, the resort began offering lift ticket purchases on its website. When you buy 14 days in advance, you save money (there are a lot of different options — head to the site for more information) and can lock in your tickets. Holiday Valley is encouraging skiers and snowboarders to purchase ahead of time.

Another quick note on passes: if you're planning on coming consistently throughout the season, check out Holiday Valley's Ultimate Passes. They offer great value and allow you the flexibility to pick a time that works best for you.

### LODGES, WARMING HUTS AND FACE COVERINGS

Holiday Valley is asking that you wear your mask at all times unless you're seated to eat or drink or in an outdoor location where you can practice social distancing. When you're in the lodges — whether that's to eat, drink, go to the restroom, get rentals or shop in the Mountain Shops — you must wear a face covering. They're recommending you bring a spare with you. Facemasks will be available in the Mountain Shops.

To help avoid the general congregation of people, indoor space at the resort's three lodges — The Main, Yodeler and Tannenbaum — will be extremely limited. The resort is asking that skiers and riders treat their vehicles as a base lodge and get ready there. Lodges will be rearranged to reduce capacity in dining areas and meet the 50% threshold set forth by New York State.

"Holiday Valley Winter Procedures" continued page 21

## PARTNERING FOR EDUCATION

Weed Ross Group spearheads donations to local schools



BY SPENCER TIMKEY

When you tell people you live in Ellicottville, you're usually greeted with a "Ooooh, you live there? That must be so awesome!" That statement is inherently correct because of the two outstanding ski resorts, bevy of blue-ribbon bars, restaurants and shops and the general allure of the place. You would be correct, friend. It is awesome.

But those that live here feel a different type of hometown pride. When you start peeling back the layers that embody Ellicottville — which is more people than place — you begin to realize that the sense of togetherness isn't just lip service. Those that live here are fiercely proud of their commitment to one another in times of need. The pandemic has created a lot of need. The community continues to answer the call.

Sean Cornelius, owner of the Weed Ross Insurance Group, is no stranger to giving back. He's of the attitude that the more you give, the more exposure your business gets — therefore, garnering more business — which allows you to keep giving back. It's a unique blend of capitalism and philanthropy. Weed Ross Group does many things for the community, both publicly and below the surface. One such was giving every graduating senior of Ellicottville Central School's "COVID" class of 2020 branded Yeti tumblers.

No one can escape the pandemic's impact. Business owners, teachers, parents, bartenders — the list goes on. Many need help, but schools may be the hardest hit. The mad dash to become COVID-compliant on top of the ever-present fear of a fall surge has created a sense of anxious uncertainty with adults ... and a world turned upside down for the kids.

"Ellicottville's Ali Brennan, who's a PE teacher in Randolph, approached us a few weeks ago," Cornelius said. "She was trying to put together playground balls for kids that were learning remotely. I told her that Weed Ross Group would be happy to help. We were able to donate playground balls to every family in Randolph."

While the PPE (personal protective equipment) shortage that plagued the country at the onset of the pandemic has eased a little, schools are still scrambling to gather what they can. Weed Ross Group donated 500 reusable masks in the ECS colors for students and faculty. Both the playground balls and masks came from Sports Locker in Olean.

But it's what happened next where the aforementioned sense of community came into play. "It came to my attention that not every kid has a device — a computer or a tablet — for remote learning," Cornelius said. "We learned that the school hadn't earmarked any money to purchase additional devices. We found out that we would need around 40 iPads to fill in the gaps, and if the school goes through the Apple School Program, they get a discount. The wheels started spinning after that."

Cornelius approached the Ellicottville Rotary Club to see what could be done. He told Bob Miller, ECS superintendent, that he would reach out to local businesses and private citizens as well. And he did. One of his insurance companies, New York Central Mutual, contributed funds. He was quick to point out how critical the Rotary's involvement has been, too. The Boardroom Snowboard Shop also contributed funds.

"Altogether we were able to bring in enough money to purchase 43 iPads," Cornelius said. "It's a tough time for everyone," he added. "It feels so great to work with the schools and help people out. Teachers have it tough right now ... students have it tough. It's a matter of doing what we can to help whomever we can. I have kids that are school age and friends that are teachers, so I've got some insight into the struggles everyone is having. We're trying to do what we can."



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# FALL ADVENTURES

## SOCIALLY DISTANCED FUN at Holiday Valley

GET OUTDOORS AND CELEBRATE AUTUMN IN ELLICOTTVILLE EACH WEEKEND THROUGH OCTOBER | DETAILS AT HOLIDAYVALLEY.COM

### CHAIRLIFT RIDES MARDI GRAS & SPRUCE LIFTS

Take a ride up the Mardi Gras or Spruce Lake chairlifts on Saturdays and Sundays during the month of October to view the spectacular fall leaves on the hillsides of Holiday Valley. Mardi Gras will operate from noon-4:00pm and Spruce Lake will operate from 11:00am-4:30pm, weather permitting. \$10 per person, kids 6 and under are free. Please note: dogs, backpacks or bags are not permitted on the lift. For the extra adventurous, try the "Walk on the Wild Side!" For \$20 you get one ride on Mardi Gras chair, one ride on Spruce Lake chair and one mountain coaster ride.



### CLOTHING DRIVE DRESS THE SCARECROW

Help Holiday Valley collect clothing for those in need! During the October Fall Foliage Weekends (October 3-4, 10-11, 17-18 and 25-26), Holiday Valley will be hosting an outdoor clothing drive called Dress the Scarecrow. Bring your gently used clean winterwear to the resort, and on your way to the Mardi Gras lift, you can dress a scarecrow that's lining the walk. There are various sizes ranging from daddy scarecrows to mommy scarecrows to kid-size scarecrows, all sizes are welcome! Clothing will be donated to a local charity that distributes clothing to those in need.



### SIDEWALK SALES GOLF & MOUNTAIN SHOPS

The Holiday Valley Golf Shop and Mountain Shops will have "Bargains Beyond Belief!" at the sidewalk sale set up at the base area of The Main Lodge. Shop discounted apparel and accessories from 11:30am-4:30pm each Saturday and Sunday through October. When visiting Holiday Valley, please don't forget: Guests are required to wear a face covering at all times, except when seated to eat or drink. Please wash your hands or use hand sanitizer frequently. Hand sanitizer stations are available throughout the Holiday Valley grounds.



### THE GIANT PUMPKIN GUESS THE WEIGHT CONTEST

During your fall foliage trip to Holiday Valley, head over to the giant pumpkin staged at the bottom of the Mardi Gras chairlift and guess its weight for a chance to win a \$20 Holiday Valley Gift Card. (Great photo op too!) Weekly winners through the month of October. After you take your guess, enjoy a hike on the trails at Holiday Valley ... or try the Geocaching treasure hunt! If two wheels are more your thing, explore the 32 miles of WNYMBA mountain biking trails on the state land behind HV. A detailed topographical map is available at the Inn at Holiday Valley front desk, \$10 to support WNYMBA.



### FALL SCRAMBLE OFF-ROAD TRAIL RUN

With in-person races cancelled the last few months, an off road race is a great way to get back into it! Sunday, Oct. 11th at 9:00am. (Hurry! Registration closes Thursday, Oct. 8th!) The Fall Scramble at Holiday Valley offers 4 and 8-mile off-road options and starts with a ride up the Spruce Lake chairlift to the top for the start! The 4-mile course is mostly flat or downhill on the Holiday Valley trails. The 8-mile course adds a challenging uphill to the mix. In order to keep everyone well spaced out throughout the course, various start windows will be set up. Arrive ready to run anytime during your start window and away you go! Details at [runsignup.com](http://runsignup.com).



### BIRDS OF PREY WITH AMERICAN HAWKEYE

Have you ever wondered what a falcon sounds like as it flies past your face at 60+ MPH, or what a hawk's breath smells like? If you're a nature enthusiast, bird nerd, photographer, or just love seeing cool things, Jonathan Clarkson of American Hawkeye has the perfect show for you! American Hawkeye Birds of Prey plans to have birds on display/flying at the top of Spruce the weekends of Oct. 3-4th and Oct. 17-18th, weather permitting, from 11:00am-5:00pm. As a master falconer, Jonathan has been working with birds of prey most of his life, and he is proud to share the amazing world of falconry with the public.



### SKY HIGH [holidayvalley.com/skyhigh](http://holidayvalley.com/skyhigh)

The largest in New York State and 3rd largest in the U.S., Sky High Aerial Park is a series of platforms, bridges, and ziplines built in a 4-acre section of the woods. There are 13 courses with varying levels of difficulty, so no worries, even the kids (ages 7 and up) will have plenty of action to play on. And we can attest that it is SAFE! At Sky High, everyone wears a harness with a special locking lanyard that safeguards you from falling. Sky High also boasts a Climbing Forest (also kid friendly, ages 5 and up), and a super fun Mountain Coaster that zigs, zags and spirals down the mountain. Experience Sky High among the fall foliage! Reservations recommended.



### HOT DOG COOKOUT MARDI GRAS MOUNTAINTOP

If you're planning on taking a relaxing ride up the Mardi Gras chairlift, be sure to bring a few bucks so you can enjoy a full belly once you get to the top! Hot dogs, sausages and burgers will be served each weekend in October on top of the mountain. Please remember: Fall Foliage weekends are family-oriented. No alcohol is permitted in lift lines, on the lift, or at the top of the mountain. If you're looking to book an overnight stay at Holiday Valley, check out the Harvest Dinner Event Packages, which includes overnight accommodations, \$75 in John Harvard's credit, and a chairlift ride for each adult.



# TRAVEL

## HIT THE ROAD FOR W.I.L.M.A 2020

Fall Craft Show Season invites you to travel Catt. Co. for locally made products



photo/Rose Garden



photo/"Helping Us Help Others"

By MARY HEYL

As the leaves begin to fall and pumpkins remain uncarved, early October arrives in Cattaraugus County to mark the unofficial start of the fall craft show season. First stop is Cattaraugus County's annual craft show, W.I.L.M.A., short for We Invite Local Manufacturers and Artisans.

"Every year, it's gotten bigger and bigger," said Cattaraugus County Tourism assistant Samantha Hayes of the eighth annual event. "Typically, it draws hundreds of people, and it's a wonderful opportunity for businesses and artists to be showcased in one spot. Earlier this year, we said, 'Let's have our team sit down and see what we can do to keep this event from becoming canceled!'"

Each year, W.I.L.M.A. is held at the Cattaraugus County Fairgrounds in Little Valley, but due to the pandemic, "we thought, 'Why not have W.I.L.M.A. hit the road for 2020?'" said Hayes. Indeed, this year's event is a "Fall Crawl," which takes place each weekend in October. All participating vendors will be set up outside their homes or businesses throughout the county on Saturdays from 9:00am-4:00pm and Sundays from 11:00am-3:00pm. Maps are available at [www.EMFun.us/WILMA](http://www.EMFun.us/WILMA).

Rose Nuszowski owns Rose Garden at 421 Route 219 in Great Valley, and will be open each weekend for W.I.L.M.A. She and her daughter, Faye, specialize in stained glass, including ornaments and window hangings. "This will be my seventh year participating in W.I.L.M.A.," said Nuszowski. "We always did well at the fairgrounds, but a lot of shows and events were canceled this year. This event wasn't, so we said, 'Why not?'"

Nuszowski is looking forward to this year's event. Visitors will be entered into a drawing to win a blanket box/coffee table. "I've been working on a lot of new items that we'll have available for W.I.L.M.A. A lot of people like to choose new ornaments each year because they make great gifts," she explained.

While this year's W.I.L.M.A. won't have on-site food vendors, that doesn't mean there won't be plenty of opportunities to satisfy your sweet tooth! Diana Olson's Helping Us Help Others at 4608 Route 219 in Great Valley sells all kinds of homemade chocolates and chocolate-covered goodies that make wonderful gifts (or snacks!) and support a good cause.

"In 2003, my family started making and selling chocolate so I could go on a service trip to Costa Rica and study abroad when I was in college," said Olson. "The following year, we made candy to raise money for my cousin to participate in go-kart racing. The year after that, everyone still wanted the chocolate, so we started making it and donating money to families with medical needs; we supported a different family each year."

This year, a portion of Olson's candy sales will be donated to a local family who is having a benefit in October to purchase a wheelchair-accessible home for their son. "It's just a really fun way to help the community," said Olson. Tasty treats include mint chocolate, chocolate-covered Oreo cookies, pretzels, Twizzlers and more, plus all kinds of mold-poured milk, dark, and white chocolates. Olson also sells a variety of painted and stained wooden boxes and shelves. This year, she is teaming up with another area artisan, Jamie Baldwin, whose wooden signs, wall hangings, reusable tote bags and seasonal and home decor will be available for the first three weekends in October.

Continue south to Salamanca, where Jodi Scanlan's Rustic Originals at 5111 Route 353 will

"W.I.L.M.A 2020" continued page 21

## FALL IN LOVE WITH RANDOLPH

Explore New York's Amish Trail and businesses along the way



photo/A Slice of Heaven Alpaca Farm

By MARY HEYL

After months spent inside or close to home, there's nothing quite like a day trip to bring some much-needed fun and relaxation to the end of the week! Why not take a drive to Randolph - just 35 minutes south of Ellicottville - and enjoy a unique tour through the southern part of Cattaraugus County?

Randolph's relationship with the nearby Conewango Amish community is apparent everywhere you look. From the buggies that travel up and down Main Street to the horse tie-outs at the Cattaraugus County Bank, Randolph has a unique blend of old world charm and modern life. Autumn is one of the best times of year for visitors to spend a beautiful afternoon exploring New York's Amish Trail, which begins in Randolph and continues through Cattaraugus County.

According to Samantha Hayes, tourism assistant with the Cattaraugus County Department of Economic Planning, Development, and Tourism, fall is one of the most popular times of year for visitors to explore the nearby Amish community. "This is a great thing to do hand-in-hand with the W.I.L.M.A. Fall Crawl craft show," she said. "If you're already planning to be out, take a drive and explore the Amish community."

Visitors can enjoy the foliage and explore Amish shops, bake stands and produce stands along the way; whether you're looking for a gorgeous handmade quilt, sturdy furniture, or a homemade pie, you're sure to find it along the Amish Trail. Randolph's Welcome Center at 72 Main Street has free Amish Trail maps available for you to start your self-guided tour; Saturdays are the best day to plan your trip, as all Amish businesses are closed on Sundays.

Hayes said, "It's important for visitors to remember to practice safe social distancing and wear masks." While the nearby Leon Historical Society normally gives guided tours, Hayes said that these tours are on hold until further notice due to COVID-19. For more information about the Amish Trail, including a listing of business and maps, visit [www.amishtrail.com](http://www.amishtrail.com).

A Slice of Heaven Alpaca Farm at 11144 Pope Road is located right in the heart of the Conewango Valley Amish community. Meet the herd, including the newest members, Matteo and Colt, born over the summer. The gift shop is open with limited hours; visitors are welcome to stop by from 4:00-6:00pm Monday through Friday, and from 9:00am-5:00pm on Saturdays. Learn more at [www.simplynaturalalpacagiftshop.com](http://www.simplynaturalalpacagiftshop.com).

Downtown Randolph has plenty of opportunities for fun, too! Randolph Retail Company, located at 127 Main Street, carries a range of unique gifts, home décor, and beautiful ladies clothing. There, you will find a variety of seasonal gifts and holiday décor, as well as American-made clothing. Explore scarves, jewelry, and items crafted by local artists. The store is open for safe, in-person shopping from 10:00am-3:00pm Thursday through Saturday. Learn more by following Randolph Retail Company on Facebook.

Enjoy the bounty of fall just down the road at Randolph Peaches and Cream, located at 19 Main Street. While most visit Peaches and Cream for fresh produce and ice cream earlier in the year, fall is the time to find the perfect pumpkin or choose from a wide selection of delicious local apples! Peaches and Cream is open daily from 10:00am-8:00pm.

Not just a fun, brief getaway, day trips are also a great opportunity to shop small and support local businesses, said Hayes. "The effects of the pandemic are felt everywhere, and especially in small businesses in our community. It's so important to support them now more than ever!"



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# INTERVIEWS WITH EVL's

## THE CITY GARAGE

5 Monroe Street | 716-699-2054



INTERVIEW BY SHELBY TOTH

**eNOW:** What a wild year! How did The City Garage deal with the pandemic?

**TREY:** What a year indeed! Everyone has been faced with many challenges in the course of this pandemic ... the ski world was just getting ready for the spring sun when the rug was pulled out from under us! Friday, March 13th we were doing a ski demo at HoliMont and by March 16th we were closed until further notice. Thankfully the ski community does not like to give up on hopes and dreams on getting back out there. We took to social media during the months of April and May to keep the stoke alive. We did a few LIVE Instagram sales and kept people engaged through the early stages. Waiting it out until Phase 2 came in early June. We reopened June 2nd and started the NEW NORMAL shopping experience! It was a bit weird at first for sure, just the whole uncertainty of coming out of our houses to be face-to-face with people in over 3 months. We have made it this far and intend on keeping a safe, clean shopping experience into the winter season.

**eNOW:** Is there a product this season that you're really excited about?

**TREY:** Where to start!? After 19 years of working in ski business, Fall comes around and its like Christmas! The hardgood department is where the most innovation and technology comes from - skis, boots, bindings. There has been a lot of buzz in the Alpine Touring category - or AT for short. Combing the uphill with the downhill. There has been a crazy amount of progression in this category ... making skis lighter, boots more walkable, and bindings that allow you to climb your way up the hill and charge your way down! Definitely going to be a must-see this year with people looking to venture further away from the masses.

**eNOW:** The tent sale is upon us! How has that changed for 2020?

**TREY:** 2020 is bringing a whole new set of challenges for sure; thinking back on Fall Festival as we knew it - thousands of people setting foot into our little village for 3 days! The ski/snowboard shops as a collective came up with the idea of stretching out that action packed weekend with a month-long sale. Instead of having one big tent in the center of town, we are driving customers to our individual storefronts; offering the SALE at our stores may entice them to look at new merchandise as well!

**eNOW:** So, a hydraulic boot fitting chair? How does that work?

**TREY:** "Ole Sparky" as we affectionately call the one-off custom made Cherry wood chair. We've made a lot of friends along the way of 21 years in business. It just so happened when we did our revamp 10 or so years ago that one of our better customers was a custom furniture builder. Putting our trust in a fellow that made Steinway Pianos for Elton John was an easy process! To top off the beautiful craftsmanship in the wood and metal work, they finished it off with a motorcycle hydraulic lift underneath - so that when working on ski boots we can put them at eye level and no more bending over!

**eNOW:** You guys have won Skiing Business Magazine's "Best Vibe" award three times now. How does The City Garage work to keep up its customer experience?

**TREY:** The "vibe" man ... you gotta let it flow naturally, "let the coolness flow into your vertebrae". I think it's just been the natural way of the employees and customers alike over the years. I would say you gotta give the props to the creator, Mr. Sean Lowes. He dreamt up the idea of naming a ski shop after a car garage and made it happen!

**TREY:** Is there anything we didn't cover here that you would like our readers to know?

**TREY:** I would like to give a big THANK YOU to our customers and friends - these past months have changed the world as we now know it. There will be many many conversations had - good and bad. Together we will get through this. Please stay safe and follow the rules! And ... PRAY FOR SNOW!!

## BOARDROOM SNOWBOARD SHOP

6113 Route 219 | 716-699-5620 | boardsandpowder.com



INTERVIEW BY SHELBY TOTH

**eNOW:** You guys officially opened your doors at the top of September. How was business for the first month?

**SPENCER:** We weren't really sure what to expect going into the season. Are people going to be apprehensive? Nervous? Excited? So far, we've seen an overwhelming majority that are ANTSY to get out and do something. At the pandemic's onset, we held fast on all of our orders - meaning we didn't really cut anything down - because if you don't have product in your store, you can't sell it. And thank god we didn't, because we're already reordering a lot. Traffic through the store has been high, the vibe is up and everyone seems to be really excited about getting into winter.

**eNOW:** Are customers working well with you on COVID regulations?

**SPENCER:** We've said it before and we'll continue to say it - we have the world's best customers. We're of the attitude that if you project well on someone that walks into our store, then they're going to mirror that projection. We like to call it "Careful but Confident" - we're being careful with this thing but also confident that we're providing a safe shopping experience. We ordered a SafeSpace facial/temperature scanner, installed multiple hand sanitizing stations and EVERYONE is wearing a mask. The facial scanner is great because it completely Scarlet Letters you if you try to walk in without a mask. But so far, we haven't dealt with anyone giving us a hard time about the new procedures ... people get it.

**eNOW:** Lots of new stuff for the season! What's the most exciting?

**SPENCER:** Burton's binding program is the best in the industry, and the addition of the Cartel X (for men) and Lexa X (for women) solidifies that. They've created a binding in their lineup that gives you incredible response and comfort (a tough thing to accomplish). As the area's only location for Burton Step On, we're thrilled to also offer DC's Step On boots as well. Our best-selling women's snowboard boot - the Ivy Boa from Salomon - got an upgrade this year, with a BOA powered internal heel harness called STR8JKT. It sucks your foot down into the boot to eliminate that dreaded heel lift that plagues so many riders. Outerwear for this season looks dynamite, and we've got some new casual, branded apparel coming in the next few weeks.

**eNOW:** What other new products do you have in this season that you're excited to share with fellow boarders?

**SPENCER:** We had our man Sean Daly of @BraveBuffalo create a fresh logo for us this season and the reception has been outstanding. We're going to put it on t-shirts, hoodies, hats and stickers - all of that will be in-store and online by the end of October. Our helmet and goggle selection is maybe the best it's ever been, as we've added Oakley and Anon helmets to complement our selection of Giro and Smith. For goggles, the Anon M4, M2, WM1 and WM3 remain the kings and queens of the castle. They come with two lenses and MFI - magnetic facemask integration - where the mask magnetizes right into the nose of the goggle so there are no exposed spots on your face.

**eNOW:** Congratulations on the great turnout for Boardroom Banked #3! Any plans for next year's event that you can share?

**SPENCER:** Since its inception, the Boardroom Banked has been an unbelievable success. The fact that we're consistently getting 125 riders to come out and rip our hand-built course speaks volumes on how the area views our store. The entire goal of the Banked is to create a day that celebrates snowboarding, and the 3rd Annual is going to be hard to beat. The course rode about as well as it ever will, it was 35° and bluebird, we maxed out

"The Boardroom" continued page 21

# SKI/SNOWBOARD SHOPS

## DEKDEBRUNS APEX STORE

18 Washington Street (Upper) | 716-490-1621



INTERVIEW BY PANOS ARGITIS

**eNOW:** What changes will the Dekdebruns Apex Store introduce in the wake of COVID-19 safety regulations?

**GREG:** We have implemented new safety standards in the fight against COVID-19 that will be carried out during our reopening later in October. For starters, we are planning to serve customers by appointment only, restricted to one person at a time. In addition, we will protect our customers by requiring facemasks along with temperature checks upon every appointment. Our staff members will further build on our safety standards by wearing facemasks, shields and gloves, while every store surface will be sanitized between each appointment. Finally, try-on socks will not be provided so we encourage everyone to bring along their own footbeds or socks during their visit!

**eNOW:** As WNY's exclusive dealer of the Apex brand, can you describe the Apex boot system and how it works?

**GREG:** The premise behind the Apex boot is comfort, convenience, warmth and performance. This is accomplished with a two-part system. The walking boot is designed to do just that; it allows you to walk and drive in a comfortable boot (think snowboard boot). The inner boot is fully heat moldable and can be re-heated multiple times. The material that allows this is extremely warm, and insulation is added to many models. The outer boot uses the dual BOA closure system for customizing the fit to each individual's needs. They have a full walking sole for good traction. The second part, called the chasis, is where the performance comes from. It is very rigid laterally, which helps the skier to put his/her skis on edge. It also offers adjustments to control the desired amount of forward lean and flex. The chasis can also be adjusted for canting per the individual's needs.

**eNOW:** With any new boot, it's important to have a good fit. Are you still offering boot fitting services and custom footbeds?

**GREG:** I believe that the footbed is the basis for the best fit and the highest performance. We highly suggest a custom footbed to every customer who doesn't already have one. The Apex boot doesn't require a lot of boot fitting. In most cases, once we heat fit the inner boot, no more fitting is required.

**eNOW:** When will customers be able to make an appointment for a new pair of ski boots?

**GREG:** We are set to begin taking appointments on Saturday, Oct. 24th! You can create and schedule a visit by heading to our website at [www.dekdebruns.com](http://www.dekdebruns.com) or by calling us at 716-490-1621. Due to a busy winter season that will soon be upon us, we suggest those who are interested in getting fitted to book their appointment as soon as possible. We expect our inventory to be sold out by the start of the holiday season or shortly thereafter. We understand that there may be some customers out there that are reluctant to enter public places. For those that are interested in Apex boots but prefer to shop online, you can view our complete Apex boot line-up and make your purchase at [www.dekdebruns.com](http://www.dekdebruns.com). We also have a limited number of Apex skis available for sale, including the Platinum 74, Diamond 74 and Diamond 82.

**eNOW:** Anything else we should keep in mind as we await the re-opening of Dekdebruns Apex Store?

**GREG:** Yes! Due to the ever-changing swing of the season, we will be shortening the production of our 2020-2021 line by 75%. Not to worry though, as we will be introducing four new models this October along with a refreshed look at a majority of last season's boots, which will be offered at a discounted price. Due to this, sizes and quantities will be limited, so make sure you secure your favorite items before they are gone!

## MUD, SWEAT N' GEARS

18 Monroe Street | 716-699-8300 | [mudsweatgears.com](http://mudsweatgears.com)



INTERVIEW BY PANOS ARGITIS

**eNOW:** What are the most anticipated additions to the lifestyle line this upcoming winter season?

**KIM:** We carry a fun and trendy selection of mountain lifestyle wear ... more this season than ever before! Lots of sherpa, flannels, sweaters, hoodies, casual jackets, shirts and tops, dresses, skirts, hats, scarves and sporty bags, etc. - perfect après ski and resort wear. We also have our biggest selection of Sorel footwear. Lots of loved-by-all styles to choose from. We're excited about brands that highlight "Green Fashion" which refers to clothing that is designed, manufactured, distributed, and used in ways that are environmentally friendly. For example, Jetty designed an eco friendly "Oystex" fabric made from pulverized oyster shells and recycled plastic bottles. Toad & Co, Save The Duck, Prana are other companies that have joined the movement and made a heartfelt promise to respect the environment and all its inhabitants. Merchandise that matters!

**eNOW:** This year marks the 20th season here in Ellicottville. What does this milestone mean to you and the staff?

**KIM:** Twenty years. Wow ... time flies! We started in the summer of 2000 in a tiny corner retail space at 18 Monroe Street. Over the years, we have carefully (and fortunately) maintained steady growth. In the ski and snowboard industry, Mother Nature can always make some years more challenging than others. In 2012, we launched our online website ([www.skiyard.com](http://www.skiyard.com)) and in 2018 we added a second retail location in East Aurora. We stay inspired because of our love for skiing and snowboarding is without bounds. We're lucky enough to have a diverse, tireless and well tenured staff who share the same passion. Our successes are attributed to our team, entirely!

**eNOW:** What were some of the direct impacts and struggles you faced upon the early arrival of COVID-19?

**KIM:** The global pandemic brought an early and unexpected end to the ski and snowboard season. Like everyone, we were forced to close our doors without knowing when we would open again. The abbreviated season left us with more inventory than usual, which can be a financial heavyweight for a small, independent retailer. With that, we took actionable steps and made adjustments to our preseason orders so we could appropriately integrate new inventory with our remaining inventory. We also made necessary changes inside the store to ensure a safe, socially distanced shopping experience for our customers. We continue to adapt and remain agile to the ever changing circumstances surrounding Covid. Our goal is to emerge from these volatile times stronger than ever.

**eNOW:** Is MSG ready for another packed program of ski enthusiasts this year?

**KIM:** With the changing landscape of COVID-19, we know that shopping will feel a little different this year but we're ready to run and poised for a great season. We're looking forward to seeing our shops bustling with people buying new gear. However, if customers aren't keen on shopping in store, they do have the option of shopping online at [www.skiyard.com](http://www.skiyard.com). Shopping online has never been more viable or significant. We worked through the summer to expand our online presence and launched a new, redesigned website. Since then, we have seen a significant uptick in buy-online, pick-up in-store and curbside pick-up. Regardless of how people prefer to shop, we encourage everyone to shop local. Small, independent businesses need you now more than ever. Our "Speed Factory" is also poised and ready to go. We are able to offer a wide variety of base patterns and edge angles for all of our customers' needs. In addition, our infrared "Wax Future" machine uses an infrared heat source to heat the base of the ski. This provides better and deeper wax penetration into the base of the ski, for longer and better gliding on the snow. Bring us your tired, neglected, gouged, dinged, rusted, and slow running equipment and we will bring them back to full performance.

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# FUNDRAISING

## A DECADE-LONG JOURNEY

Efforts continue for the Ellicottville-Great Valley (EVG) Trail



photo/EVG Trail Committee

The first section of trail (between the Town Center and Tim Horton's) was cleared last year.

BY LOUISA BENATOVICH

Ellicottville is magnificent in autumn. The hills, bathed in the glow of a changing season, are an impressionist painting - the beautiful background of our quotidian lives. As leaves fall to grass and sidewalks, caressing them with their color, the town comes alive with sunset hues. Warmed drinks are clasped in cold fingers, but the early morning crispness is more invigorating than any caffeinated beverage. The freshly fallen leaves and branches, coupled with a newly remembered frost, create a symphony of sound, our feet the musicians. Synesthetic, smells link with sights and tastes, feelings lodging deep in our bellies. This is the essence of the Ellicottville outdoors, a beautiful nostalgia that lingers on the wind.

In 2012, Ellicottville Times founder Jennie Acklin, bewitched by this very essence, had an epiphany. Inspired by the extensive trail systems in Colorado, she asked herself: "Why couldn't we make this happen in Ellicottville?" Acklin formed a spearhead committee, raising enough money to hire a regional expert and develop a plan. The blueprint, truly a masterpiece, outlined an expansive graveled walkway stretching from the Great Valley Town Hall to the Holiday Valley Tubing Park, bypassing the busy Route 219. More than a typical earth-hewn hiking path, the EVG Trail is designed for family promenades, cycling, dog walking, and general good-natured frolicking. The fun does not stop there: the EVG Trail is set to merge with the Southern Tier Trail, linking Buffalo to Olean. From there, the trail system would extend to Albany and New York City. It would connect the entirety of New York State!

Building such a dream, however, is not an easy task. In the planning phase, a blueprint alone costs around \$25,000. Depending on the complexity of the landscape, a trail can be priced up to \$700,000 a mile!

"We started the first phase last summer," says Mark D. Alianello, the project's principal engineer and EVG Board member. "As of right now, the trail extends from the Cornell Cooperative Extension to the Tim Hortons, about 3,200 feet."

With assistance from local contractors Philip Vogt and Steinbronner Farms, the immense task of stump removal has been completed. Thanks to generous land donations from the Northrup family, EllicottVillas, Glen Burn Trail, and a mysterious Wyoming-based landowner, Alianello's team has, slowly but surely, outlined a path in the complicated wetlands of Western New York.

"There's so much that goes into a trail," explains Alianello, founder of MDA Consulting Engineers in Ellicottville. "We have to contend not only with the physical environment and terrain, but property laws, endangered species, and environmental permits. The northern long-eared bat was a big concern," he adds. "Wetlands are very delicate ecosystems and procuring permits from the DEC and EPA takes time. It has been very slow-going."

Historically, trail-building teams prefer to utilize abandoned railroads as a ready-made trail framework, much like the Pat McGee Trail from Little Valley to Salamanca. This, unfortunately, is not an option for the EVG Trail. The next piece of the puzzle? Bulk earthwork: a strange and slightly sinister term for leveling the ground and adding drainage. This step is the most time consuming and labor intensive.

"At present, we're a little stuck," admits Alianello. "It costs a lot of money to make

"EVG Trail" continued page 21

## MOVE FOR LASP

32 Years Later, Bill Lounsbury's legacy lives on



Kara and father Bill Lounsbury, circa 1979 on "Slippery Streets" at Holiday Valley.

BY ANJANETTE NICOLAZZO

When longtime Holiday Valley Ski Patrol member Bill Lounsbury lost his right leg to osteosarcoma cancer in 1982, he was back on the slopes eight weeks later. His fellow patrollers gifted him outriggers, allowing him to teach himself to ski on one leg. With his infectious personality and determination, he quickly became an inspiration to many, and a goodwill ambassador on the slopes.

Upon Bill's death in 1988, donations in memoriam were collected and sent to the ski patrol. Collaboratively his loved ones, friends, fellow patrollers, and the management at Holiday Valley founded the Lounsbury Adaptive Ski Program (LASP) that September. Created in his honor, LASP has benefitted hundreds, if not thousands, through recreational therapy. Bill's outriggers were donated as the first pieces of equipment.

"Obstacles were mere speed bumps in his path to living life to its fullest," said Bill's daughter, Kara Lounsbury Elias. She continued, "In a nutshell, LASP is the embodiment of all that my father enjoyed about skiing and life. It's a place where dedicated and committed volunteers bring to life the joy of achievement, giving their time and talent to students who, in return, inspire and give back in immeasurable ways."

LASP's mission is to provide a high-quality, safe experience to anyone who desires to participate, regardless of their ability to pay. Critical to the program's long-term impact and sustainability, fundraising efforts support a planning approach that ensures the adaptive program is fully funded and accessible to a wide variety of individuals. It also enables the Board of Directors to plan futuristically, invest in specific areas of their work, and support vital operational expenses. Individual donors are the core of LASP funding.

Five years ago, Kara reached out to then-LASP Program Director Mary Ellen Racich with her desire to help the program. Since Kara lived out-of-state, volunteering on the slopes was not an option. However, research led her to discover the Giving Tuesday movement, a one-day online fundraising initiative that takes place each year on the Tuesday after Thanksgiving. This discovery transpired into the first LASP Giving Tuesday campaign in 2016. It complemented a Disabled Sports/USA Chapter Grant, which was later awarded to LASP.

"As the Giving Tuesday movement expanded, so has my approach to fundraising," Kara said. "What started off as a simple 24-hour fundraiser has morphed into a week-long interactive peer-to-peer effort, capitalizing on small dollar donations and the power of social media. One person giving \$20 is great, but if they can get 10 of their friends to also donate \$20, then suddenly a season-long youth scholarship is fully funded."

Given the unique circumstances of this year's Covid-19 crisis, Kara is working diligently to include participants of all ages and abilities while promoting wellness and physical activity. "Giving Tuesday emphasizes opportunities to give back to communities and causes in safe ways that allow for social connection and kindness, even while practicing social distancing," she said.

Below are a few ways donors can get involved in LASP fundraising, as well as learn more about Kara's plans for future fundraising efforts:

1. #MoveforLASP – Held December 1-7, this virtual event which will launch on Giving Tuesday aims to leverage fundraising through social media, combined with physical ex-

"LASP Fundraising" continued page 21

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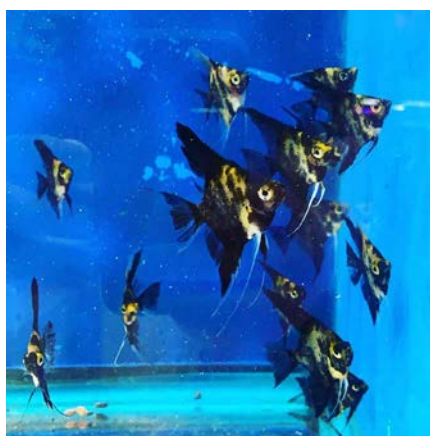
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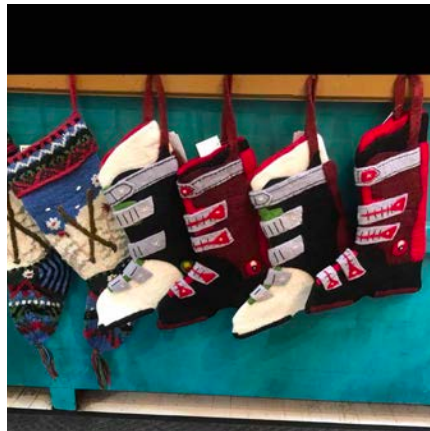
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# HEALTH & FITNESS

## The Rules of Stretching

By **KIM DUKE, CERTIFIED PERSONAL TRAINER, CORE PERFORMANCE**

The following article is one I have shared in the past, but I feel it is an important one, especially at this time of year when we are starting to experience colder temperatures.

Stretching is a pretty essential part of not only a fitness routine, but should be a part of a daily routine as well. This is because cold muscles are like cold elastic bands and can be injured more easily without a proper warm-up and proper stretching. Cold and tight muscles can cause discomfort throughout your body and even affect your joints. With as little as 5-10 minutes of proper stretching, you are helping to alleviate pain and injuries from slowing your body down.

The key to reaping the benefits of stretching is to do it safely. Here's what you need to know about stretching the right way and the right time:

**Rule #1: Don't stretch a cold muscle** - If you want to stretch before a workout (which you do not have to do; the post-workout stretch is the important one) warm up first for about five minutes before performing your first stretch. Jog in place, march or do jumping jacks. Then lightly stretch the major muscle groups: the quads, hamstrings, back, chest and sides. (Lightly means holding each stretch for 20-30 second.)

**Rule #2: Stay Warm** - One of the main reasons working out before a stretching session is so important is because warm muscles are flexible muscles.

**Rule #3: Don't Rush** - In order to change your flexibility and change it for good, you have to sit in uncomfortable positions for minutes on end. To maximize your flexibility gains, hold your post-workout stretches for one to two minutes.

**Rule #4: Push Yourself** - Push yourself using deep breathes, but never to the point of pain or injury. When you are performing an effective stretch, you're going to feel it, and it's not always going to feel pleasant. Just remember to listen to your body as you stretch.

**Rule #5: Breathe** - During the 5-10 minutes that you can spend in a post-workout stretching

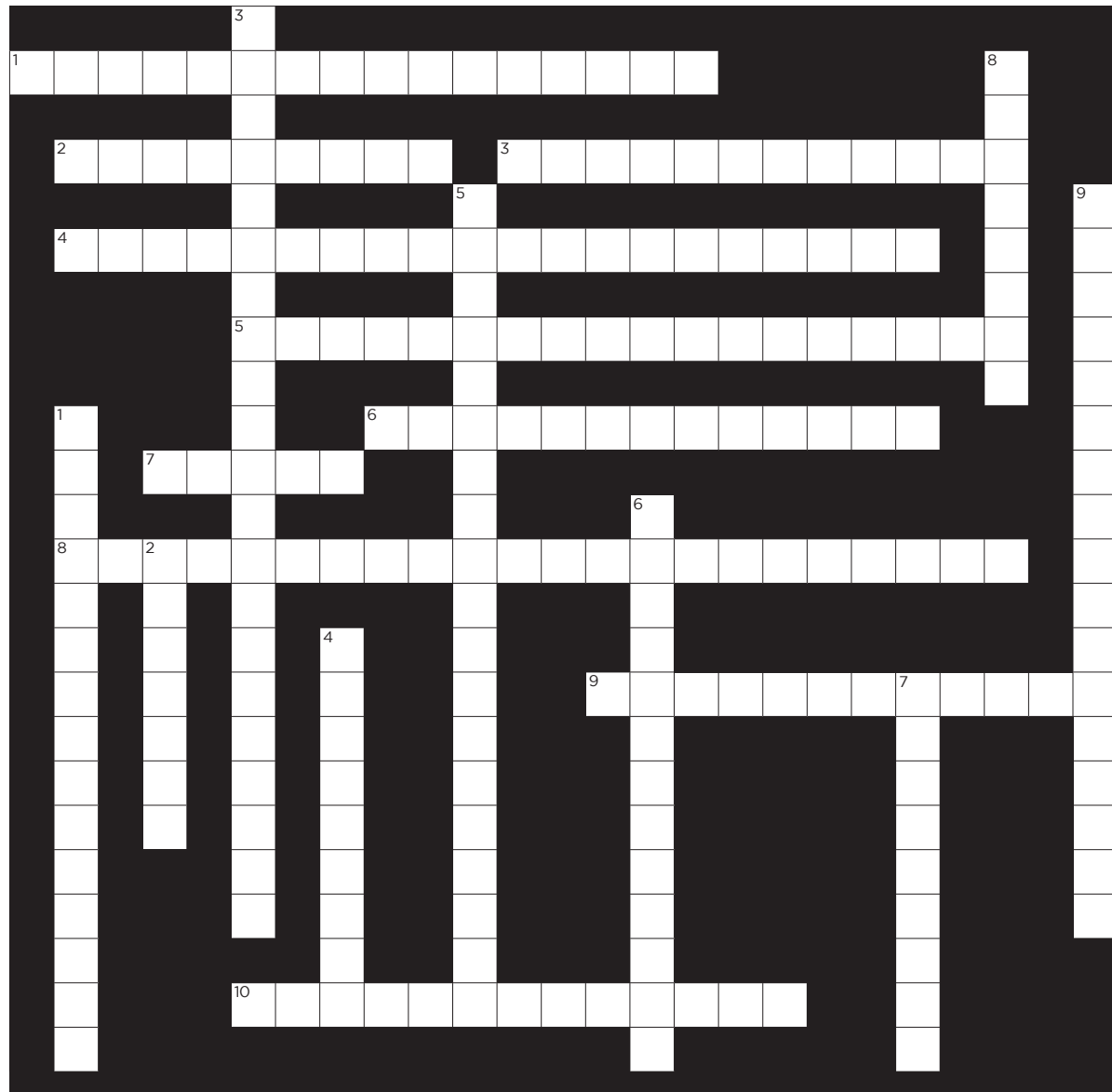


session, remember to breathe deeply and consciously. This will replenish oxygen, increase effectiveness of your flexibility training, and contribute to a level of relaxation and mindfulness that is probably missing from your workouts.

**Rule #6: Do Not Bounce** - Although some dynamic movement may be required for certain stretches, bouncing into and out of stretches can cause injury and should be avoided.

Following these six rules will greatly impact your flexibility, recovery and all over well-being. Happy Stretching!

*Kim Duke is a certified personal trainer and owner of Core Performance Fitness and Training located at 55 Bristol Lane, Ellicottville, NY. Kim resides in Ellicottville where she raised her two sons, Zach and Nik. For more information about her studio visit her Facebook page or [www.coreperformancefitness.com](http://www.coreperformancefitness.com). Reach Kim at [kduke65@gmail.com](mailto:kduke65@gmail.com).*



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**AUTUMN IN THE VALLEY CRUISE & HARVEST MARKET**  
SATURDAY, OCTOBER 10TH | 1:00 - 5:00pm



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**NOW THIS ...**

cont. from page 03

I will tell you first-hand that the team of professionals and volunteers deserve a special day dedicated to them. And Mayor Burrell is right. EVERY member of Roswell in EVERY department plays an important role that is worthy of appreciation. I'll always remember the young gentleman with the friendly smile that delivered my meals, always departing with a "I wish you well"; the mom who cleaned my hospital room while we chatted about husbands and raising kids; the girls at the front desk of the infusion center who cheered me on from day one; and the volunteers that made treatment a little more tolerable ... they have all become family. No, they are

not the family that anyone wishes for, but nevertheless, the care provided, the conversations instilled, and the connections made ... yes, they are family.

No matter how you slice it, #cancer-sucks. But the appreciation we can show for those who help us fight ... sharing our love of our community with each and every one of them ... it's the least we can do.

**B-**

*Brenda Perks is the owner, editor and designer of ellicottvilleNOW and owner of DesignPerks, a graphic design company affiliated with the local medial/marketing agency, PandaGoat Media. You can reach Brenda at [brenda@ellicottvillenow.com](mailto:brenda@ellicottvillenow.com).*

**W.I.L.M.A 2020**

cont. from page 08

also be open each weekend in October. For many, Rustic Originals' booth is an annual destination at W.I.L.M.A., and Scanlan is excited to now welcome shoppers to her store. "There's only so much we can bring to an event," said Scanlan, "so I'm excited that people can come to the store and see everything!"

Rustic Originals specializes in rustic and country home decor, including handmade signs, candles, soap, bath bombs, greeting cards, baby blankets, bibs, and more. "I have a lot of items that I don't carry at shows, like custom furniture, bread boxes, and spice racks," Scanlan added. "I'll miss the show and seeing all of the other vendors, but this year gives us a different opportunity!" Visitors who stop at Rustic Originals will be entered into a gift basket drawing, and no purchase is necessary. To learn more about Scanlan's shop, follow Rustic Originals on Facebook.

Hayes explained that all participating vendors will be marked with W.I.L.M.A. yard signs. "It's going to be a wonderful opportunity to gather a small group of friends together, shop, and have lunch," Hayes said. Some people consider W.I.L.M.A. the unofficial start of holiday shopping! In 2020, more than any other year, it's important to shop local!"

All W.I.L.M.A. visitors should remember to wear their masks when visiting participating vendors and adhere to occupancy limitations set forth by the vendor to maintain safe social distancing. Learn more and view the W.I.L.M.A. maps at [www.EMFun.us/WILMA](http://www.EMFun.us/WILMA).

**HOLIDAY VALLEY WINTER PROCEDURES**

cont. from page 04

Lodges will act more as a warming hut than a traditional hangout spot. New entry and exit points are being implemented, and tables will only be available for those eating. A staple of Holiday Valley is their acceptance of guests bringing their own food — and while picnicking will be allowed this year, you'll be asked to not bring anything in until you're ready to eat. Crockpots and other electric devices will not be permitted.

**CHAIRLIFTS, RENTALS AND SNOWSPORTS**

Fortunately, Holiday Valley operates 11 quad chairlifts that can disperse skiers and riders across the variety of terrain. This season, chairlifts will be loaded in such a way that allows for social distancing; you'll have the opportunity to ride up with members of your party. Singles will be paired up with one other person unless they ask to ride alone. While on the chairlifts and in lift lines, facemasks are required.

When you purchase your lift tickets online, you'll also be able to book your rentals. The resort will limit the number of people allowed in the rental shop at one time and will implement more outdoor spaces and registration desks to allow for social distancing. All rental equipment will be sanitized between uses.

Both private and group lessons will be available this season for ages three to adult. The resort is asking that you register in advance for any day or night group lesson and advance reservations are required for private lessons. All seasonal programs are available this season but special arrival and lunch hours will be staggered. Call Creekside Lodge to set lessons up — the resort hopes to have lessons available for purchase online by November.

As we get closer to the season, Holiday Valley will continue to fine tune its COVID procedures. For more information, head to [www.holidayvalley.com](http://www.holidayvalley.com).

**THE BOARDROOM**

cont. from page 10

on riders and we raised enough money to sponsor a service dog through WNY Heroes, a non-profit that assists veterans and their families. As of right now, The 4th Annual is on for Sunday, March 7th. So much of this is predicated on how we're doing with COVID - Holiday Valley plays such a gracious host for us so a lot will depend on where they're at as well.

**eNOW:** You've been pushing your online store heavy lately. What can people expect when they shop online versus in-store?

**SPENCER:** The pandemic has accelerated many things, one of which is our collective pivot to shopping online. We've seen our industry trend this way, and instead of continuing to fight it ... we joined the fray. It's awesome to be able to provide the guy in Missouri who doesn't have a local shop somewhere to buy great product from without the emptiness of a typical online warehouse site. We've been setting up Zoom calls with people around the country so they can get the same level of service as they would if they walked in to the shop. Plus, our pick-up in store option is great for folks that are in the car coming from Buffalo or Cleveland that either 1) don't feel comfortable coming into the store or 2) can lock in the product they want before it sells out. At the end of the day, we're always a phone call, live chat, email or Instagram message away!

**LASP FUNDRAISING**

cont. from page 15

ercise. Participate indoors or out; a special virtual kick-off event is being hosted by Bradley Poole Health & Fitness; all forms of physical movement are encouraged.

The end goal is to raise \$5,000 for youth scholarships, no-cost youth adaptive ski clinics, purchasing and maintaining specialized adaptive ski equipment, training and certifying volunteer ski instructors, and hosting the annual Veterans Ski Day for disabled military veterans.

Kara encourages local ski clubs, ski teams, youth groups, service organizations, and individuals to participate. "By forming a crowdfunding team, they can really help make this event a huge success; event sponsors are welcome, too!" she said. To learn more or to sign up, visit [www.givebutler.com/moveforlasp](http://www.givebutler.com/moveforlasp).

2. EVL GIVES - A collaboration with The Ellicottville Skatepark Project that is still in the works! This hyperlocal marketing campaign encourages people to give back

to organizations they care about in Ellicottville. More details to come!

3. Monthly Giving Program — Also still in the works, Kara is working to create a monthly program which allows supporters to donate. She believes small, affordable monthly gifts really add up and make an incredible impact over time.

4. Capacity Building Grant - Lastly, Kara's long-term fundraising goal is to write a capacity building grant to support the program's infrastructure, to help LASP better fulfill its mission.

To date, LASP Giving Tuesday campaigns have generated over \$9,000 in donations from 80 supporters in 11 states and the District of Columbia. Donations range from \$5 to \$500, with an average of \$88 per donation.

The Lounsbury Adaptive Ski Program is currently recruiting volunteer ski instructors. For more information, visit [www.lounsburyadaptive.org](http://www.lounsburyadaptive.org); interested parties should contact Sue Whistler at [laspski@hotmail.com](mailto:laspski@hotmail.com).

**EVGV TRAIL**

cont. from page 15

this happen and the funding we were expecting this year was recently reallocated to pandemic relief."

Despite the hurdles, the team persists, the generosity of local donors their main fuel. "Our final vision," explains Alianello, proudly, "is a safe and family-friendly recreational opportunity that fits the theme of our wonderful Ellicottville community."

The dedicated EVGV board - comprised of Ken Hinman, Amy DeTine, Scott Johnson, John Thomas, Katie O'Stricker, and Mark Alianello - have persevered wholeheartedly. "I would have loved to have something like this when I was raising my kids," Alianello says, reminiscing. "It's a wonderful opportunity for any community, especially for a place like Ellicottville."

"The Board Directors and Committee members have been working so hard for so many years," adds Kate O'Stricker, the Board's Secretary. "I am just really excited that we are finally starting construction. All of our members believe that the trail will not only expand transportation options for everyone, but it will also provide a safe place for walkers and bikers of all ages and abilities. There are so many health, safety and economic benefits to having a trail system in the Ellicottville area; we hope that we are able to keep the progress moving forward."

On Saturday, October 17th, the EVGV Trail Board and sponsors will be hosting a socially distanced Chicken BBQ fundraiser at the Ellicottville Town Hall. Starting at noon (until gone), stop by to enjoy some delicious food, chat with the volunteers, and share in the community vision. If you cannot attend the event but would still like to get involved, visit [evgvtrail.org](http://evgvtrail.org). There are tons of opportunities to contribute - from a donation on Facebook to joining the EVGV Board. The committee would love some fresh faces and new ideas. After all, it has been almost a decade ... it is time to "get'er done"!

# CLASSIFIEDS

## RENTALS

**FOR RENT:** New small unit great for family of four, available Oct. 1st weekends, \$400 three nights. Ski season 5 months December to April. 5 miles, 7 minutes to slopes, includes everything. No smoking, no pets. Call Jim for more info: 716-699-5275.

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

**STAYCATION AT HOLIDAY VALLEY.** Why not? Experience the fun that all our out-of-town guests enjoy ... golf course-side lodging, special rates on Sky High Adventure Park, mountain coaster, chairlift rides. Hike, bike and just relax! Lots of fun outdoor activities are planned through the month of October! Weekday and weekend rates at the Inn at Holiday Valley, Tamarack and HV Rental Properties. Call 716-699-2345 for reservations."

## SERVICES

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

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

## EMPLOYMENT

**DELIVERY DRIVER:** The job consists of delivering take-out orders for customers, interacting with customers, handling money and washing dishes. We expect drivers to be well kept and proper. We provide an energetic family environment and work as a team! Applications can be picked up at Tim & Bonnie's Pizzeria, 8 Bristol Lane, Ellicottville or apply online at timandbonnies.com.

## PUBLIC NOTICES

**VILLAGE OF ELLICOTTVILLE NOTICE OF PUBLIC HEARING:** PLEASE TAKE NOTICE that a public hearing will be held by the Board of Trustees of the Village of Ellicottville on Tuesday, October 20, 2020 at 6:00 PM. The purpose of the Public Hearing regarding the adoption of a Local Law No. 3 of the year 2020 to amend Local Law No. 6 of the year 2006 to control Noise within the Village. Copies of the amendment can be picked up at the Village Clerk's office and the information on the meeting via Zoom. By order of the Board of Trustees of the Village of Ellicottville.

**NOTICE OF PUBLIC HEARING, PLANNING BOARD, VILLAGE OF ELLICOTTVILLE, NEW YORK:** Pursuant to NYS Village Law Section 7-725-b and Section 5.5.A of the Village of Ellicottville Zoning Local Law, a Public Hearing before the Village of Ellicottville Planning Board will be held virtually on Tuesday, October 13, 2020 at 5:30 PM to consider:

VPB-2020-05, an application by Bradley Poole to establish a new Commercial Recreation Center (wellness/fitness center) within the existing building at 5A Park Avenue, identified as tax map parcel 55.036-2-26.1.

The Planning Board will hear all interested persons at the public hearing. Persons wishing to do so may submit written comments at or prior to the public hearing. Application materials are available for review at the Ellicottville Town Hall, 1 West Washington Street, P.O. Box 475, Ellicottville, NY 14731 from 9:00 AM to 4:00 PM Monday through Friday. Meeting materials are available to the public on the Village website: <http://www.evllengineering.com/>

Under Governor Cuomo's Executive Orders related to the current Covid-19 guidance on in-person meetings, this meeting will be held in an electronic forum held live and available to the board members, applicants and public. Accessibility to the "Zoom" meeting will be via internet link or dial in:

Join Zoom Meeting:  
<https://us02web.zoom.us/j/82579594063?pwd=TnRYaTh3MXF1b1VVcU1uVGtaSG01QT09>  
 Meeting ID: 825 7959 4063  
 Passcode: 618841  
 or

One tap mobile:  
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 or

Call in:  
 +1 646 558 8656 US (New York)  
 Meeting ID: 825 7959 4063  
 Passcode: 618841

## HOLIDAY VALLEY JOB FAIR

OCTOBER 28 | 5-7PM & OCTOBER 31 | 9-11AM

**\*\* MASKS REQUIRED FOR ENTRY \*\***

JOBS FOR AGES 16+  
 Holiday Valley Lodge  
 For more information, visit  
[holidayvalley.com/jobs](http://holidayvalley.com/jobs) or  
 call 716-699-2345



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## DRIVE-UP AUCTION AND BBQ

A fundraiser for Great Valley resident and ECS student Trenton Pierce

Please come support 11-year-old Trenton Pierce and his family at St. Paul's Lutheran Church in Ellicottville on Saturday, October 10th from noon-5:00pm for a drive-up Chinese auction and chicken BBQ + Bake Sale. Trenton suffers from Duchenne Muscular Dystrophy and is in the early stages of osteoporosis, requiring the use of a wheelchair. All proceeds will go for a down payment on a wheelchair accessible new mobile home. (Face masks and social distancing required.) Direct donations can be mailed to PO Box 353, Great Valley, NY 14741.

## KIDS HALLOWEEN PARTY

Rotary Club of Ellicottville cancels this year's event

The Rotary Club of Ellicottville has decided to cancel their Kids Halloween Party. The Rotary Foundation for Youth has sponsored a community Halloween party for many years for Ellicottville area children to provide a fun and safe environment to celebrate. This year the party has been canceled due to Covid-19. The Rotary Club of Ellicottville would like to thank the student volunteers and friends of Rotary for helping in previous years. The Club looks forward to hosting this family friendly event next year!

# instaNOW

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Upload your photos using #evlnow / tag us. It's THAT easy!



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thecharlesbchamberlain: Sassie loves playing outside and running around in the leaves! #fallfoliage #naturephotography #evlnow



andrea.solar.716: Fall in Ellicottville #leafpeeping #evlnow



fitandtiredteacher: Western NY fall foliage weekends #evlnow #ellicottville #fall #newyork



robert\_kuechle: Autumn is almost here #HoliMont #evlnow #hike #getoutside #wnyphotographer #ellicottville #autumn #leaves



evillebikeandbean: Gorgeous day #downtownellicottville #evlnow



careyannwelch: Happy Place #pumpkinville #evlnow



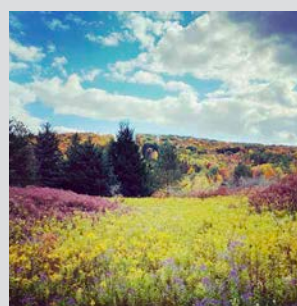
thepurpledoorknob: Happy Fall in #ellicottvilleny #evlnow



nikkihiii: Favorite fall tradition @pumpkinville #evlnow



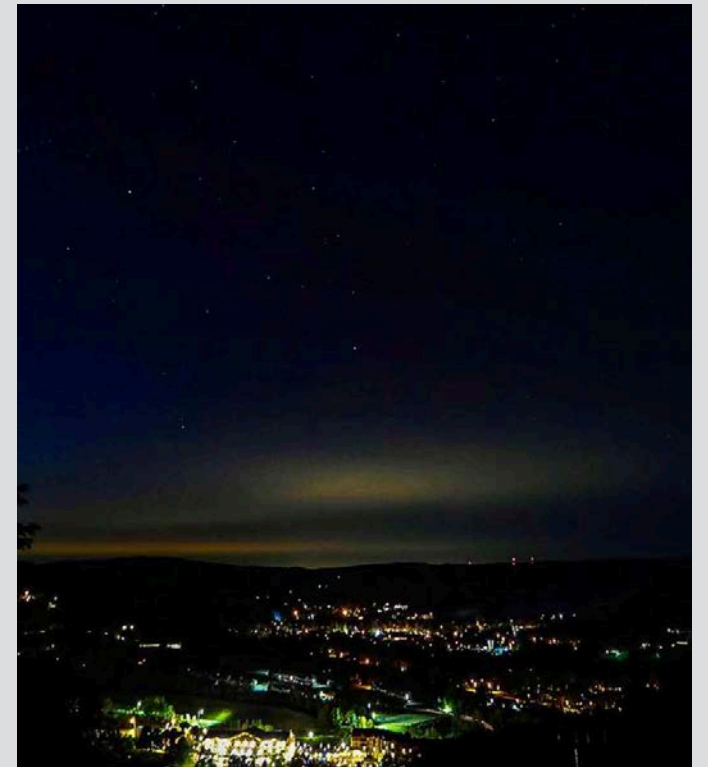
fitandtiredteacher: #evlnow #tomatoes #soupseason



shannonlshepherd: #holimont #ellicottvilleny #iloveny #evlnow



bonabobvw: Meanwhile... on Horn Hill Road @ellicottvilleny #evlnow



evanloomisfd: Holiday Valley & Ellicottville, NY.. Fall is finally here @ellicottvillenow @holidayvalley @visitellicottville #evlnow

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