

ellicottvilleNOW

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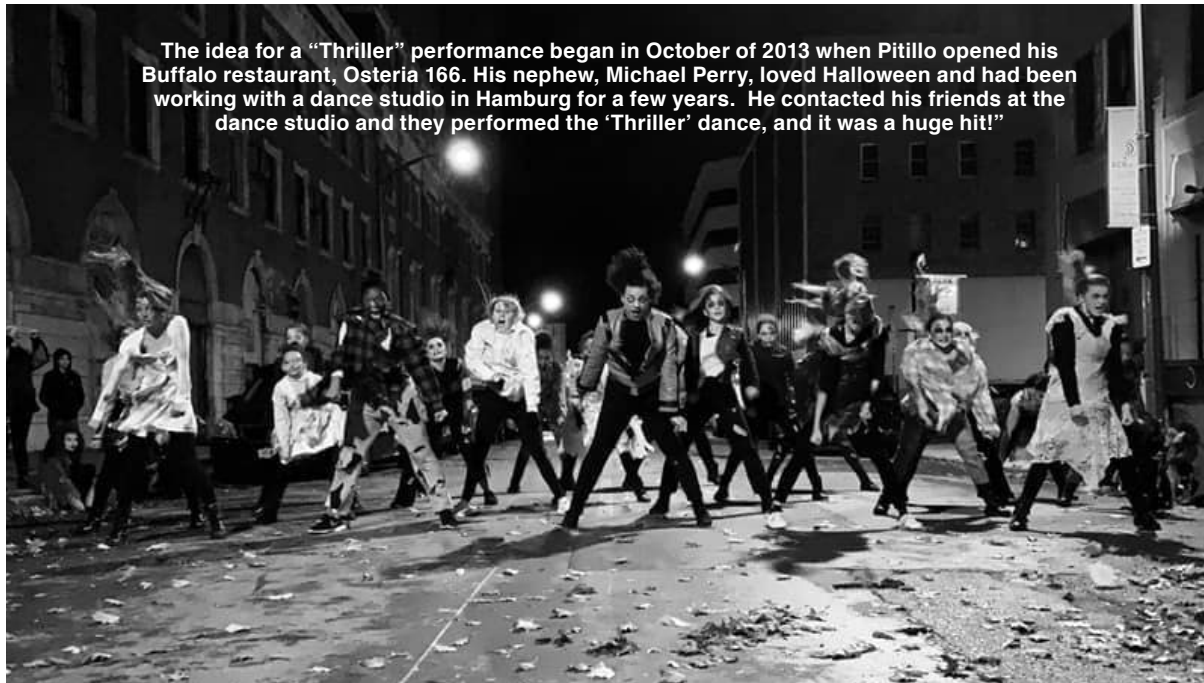
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Taking Over the Streets of EVL

Villaggio Brings 'Thriller' Dancers Back for Another Special Halloween Performance



The idea for a "Thriller" performance began in October of 2013 when Pitillo opened his Buffalo restaurant, Osteria 166. His nephew, Michael Perry, loved Halloween and had been working with a dance studio in Hamburg for a few years. He contacted his friends at the dance studio and they performed the 'Thriller' dance, and it was a huge hit!"

By MARY HEYL

Few songs are more iconic this time of year than Michael Jackson's 'Thriller'. Nick Pitillo, owner of Villaggio, is excited to welcome back the dance studio that brings this song to life right in front of his restaurant on Monroe Street. On Saturday, October 29, Kelli Wagner, owner and director of Fusion Dance Studio of Buffalo, will bring her troupe of nearly 60 dancers to perform for the Ellicottville community. Each year's performance incorporates a new or surprising element, and this year the audience has a chance to get involved!

During the day, Villaggio will host a free pumpkin painting event for kids, as they've done in years past, co-sponsored by Pumpkinville and Aldrich Painting. "Over the years, this has become a great addition to the Halloween weekend festivities," said Pitillo.

... page 04

EVGV Trail Chicken BBQ Fundraiser

The Ellicottville-Great Valley Recreational Trail Committee invites the public to enjoy a chicken BBQ at the corner of Jefferson and Washington Streets in downtown Ellicottville on Saturday, October 22 from noon until sold out. Proceeds will benefit the Ellicottville-Great Valley Recreational Trail.

Marketing Director Lisa Hunt said chicken dinners will be supplied by Wendell's and offered at a cost of \$15 each. Information and maps on the trail's progress will also be available at the event and committee members will be on-hand to discuss and answer questions about the project.

... page 07

FLAIR'S WARRIORS FIRST ANNUAL MEAT RAFFLE FUNDRAISER

As Western New Yorkers, we know that meat raffles are a big deal in this area. Pay a dollar for a ticket, the wheel is spun and if your number is called, you win whatever kind of meat is up for grabs that round. It doesn't sound like much, but you'd be surprised how much fun you can have. If you've never attended one, it's definitely a must-do. Flair's Warriors is hosting their First Annual Meat Raffle on Saturday, November 5 at 7:00pm at the Moose Lodge in Hamburg. There will be a lot of other great prizes up for auction besides meat, too ... page 08

Beer & Wine Festival at Holiday Valley

Tickets are Selling Fast for the 18th Annual Tasting Event



@holidayvalley

By MARY HEYL

Now in its 18th year, Holiday Valley's Beer & Wine Festival is the perfect way to celebrate the transition from warm-weather festivities to cold-weather adventures. On Saturday, November 12, over 30 breweries, cideries, distilleries and wineries will be set up in Holiday Valley's main lodge to offer new and unique flavors, as well as seasonal favorites. Stay for the afternoon or stay for the weekend - no matter what, this is an event you won't want to miss!

Guests have the option to attend one of two sessions. This new format, implemented a couple years ago, maximizes the Beer & Wine Fest experience and allows for more space inside the lodge. Plus, you'll enjoy live music on all three floors, and special lodging offers.

... page 04



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BUSINESS SPOTLIGHT: SNOWBELT CANNABIS

For thousands of years, the hemp plant has been used in societies all over the world for everything from clothing, to paper, to medicine, to fuel. A commonly misunderstood and stereotyped plant, hemp is as versatile as it is sustainable, for it produces far less waste than other materials, such as cotton and polyester. Since last May, Ashley Baron, CEO of Snowbelt Cannabis in Jamestown, NY, and Cultivation Manager Ryan Peterson have worked closely with the city of Jamestown to create a plan that opens the door for other ancillary cannabis businesses ... page 11

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OFFICE
 9 W. Washington St.
 Ellicottville, NY 14731
 716-699-9816

PUBLISHER / EDITOR,
 LEAD DESIGNER
 Brenda Perks,
 DesignPerks of Ellicottville
designperks@gmail.com
brenda@ellicottvillenow.com

ASSISTANT DESIGNER,
 WEBSITE CONTENT MANAGER
 Meaghan Lucarelli
info@ellicottvillenow.com
info.designperks@gmail.com

DISTRIBUTION MANAGER
 Evan Evans

ADVERTISING SALES ASSOCIATES
 Brenda Perks
 Direct: 716-244-7573
brenda@ellicottvillenow.com
 Evan Evans
 Direct: 716-474-6812
evane716@aol.com

TEAM WRITERS / PHOTOGRAPHERS
 Caitlin Croft
 Mary Heyl
 Kathleen Kellogg
 Melanie Hulick
 Spencer Timkey
 Dash Hegeman
 Louisa Benatovich
 Kim Duke
 Laura Widger
 Trevor Brachmann
 Ashley Baron
 Clara Kosinski
 Rich Rumfol
 Frank Ujvari

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NOW *this ...* by Brenda



In Ellicottville We Thrive.

Coffee. Sugary snacks. Energy drinks... what if I told you there was a better, healthier way to achieve that pick-me-up you so desperately need? Whether it's working doubles on the weekends, or always being on the go with your kid's after-school activities, or an underlying medical condition that can zap important nutrients from your body leaving you feeling just downright drained, hydration is key #1 to getting back on your feet.

How about those late nights at the bar? Tailgating before the game? Or that nasty cold you caught from a friend? How about fighting off migraines, or boosting your metabolism, or even slowing down the aging process? Whatever your situation, the new ThrIVE IV Lounge in Ellicottville is coming through in a big way for so many people.

Caylee Starks, owner and registered nurse, is a wealth of knowledge when it comes to the body, what it needs, and how it processes everything that goes in it. "Our team is comprised of highly trained and skilled, NYS licensed, registered nurses to ensure that you receive the absolute best care, and we only use ingredients derived from FDA regulated pharmacies."

If you're not a fan of needles, this may not be for you. If you're currently undergoing any kind of treatment for a serious health condition, you may want to consult your primary care doctor first. If you're skeptical about the whole thing, I challenge you to try it and see for yourself. (Trust me, as someone who has been stuck with needles hundreds of times as a cancer patient over the past three years, the last thing I want to do is voluntarily have someone stick me again. But I just had to try it, and I must say, I'm glad I did!)

How does it work? An IV is inserted into your arm (just like when you give blood). Your "ThrIVE Cocktail" is combined with hydrating saline in a bag which hangs from an IV pole, and as you relax in your own private room, the "good stuff" begins to infuse. Vitamins and nutrients are delivered directly into your bloodstream, which means your body benefits 100%! Pack a snack, bring a book, or better yet, bring a friend for good conversation. My co-pilot for the day, dear friend and local ERA Team VP real estate agent, Anjanette Nicolazzo, scheduled her infusion appointment alongside me. Caylee carefully went over our health histories and our current issues, and customized each of our "cocktails" all while educating us as the process moved along.

The end result: Refreshed, motivated, and balanced. With IV infusion, you'll feel the effects quickly and you'll enjoy the benefits for days! "We like to say, 'we only put good in, so you can get good out,'" said Caylee. "We offer a wide variety of infusions and can customize any infusion to better suit your needs. Our goal is to always help you feel your best so you walk out of our doors feeling better than when you came in."

Want to learn more? Head to thriveivloungeyny.com to view the full menu of good-for-you options - from simple hydration to total detox to intramuscular injections. Caylee and her team will even come to YOU, so you can enjoy the benefits from the comfort of your own home or hotel room. ThrIVE IV Lounge: 5 E. Washington, Suite 3 (next to Kwik Fill), downtown Ellicottville.

Thanks, Caylee. So glad you're here! See you again soon!

B-

Brenda Perks is the publisher of ellicottvilleNOW and owner of DesignPerks, a graphic design company affiliated with the local media/marketing agency, PaNDaGOAT Media. Reach Brenda directly at brenda@ellicottvillenow.com.



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LOCAL

A 'THRILLING' PERFORMANCE

Villaggio Brings Fusion Dance Studio Back for a 'Thriller' Halloween



By MARY HEYL

Few songs are more iconic this time of year than Michael Jackson's 'Thriller'. Nick Pitillo, owner of Villaggio, is excited to welcome back the dance studio that brings this song to life right in front of his restaurant on Monroe Street. On Saturday, October 29, Kelli Wagner, owner and director of Fusion Dance Studio of Buffalo, will be bringing her troupe of nearly 60 dancers to perform for the Ellicottville community at 8:30pm and 9:30pm. Each year's performance incorporates a new or surprising element, and this year audience members have the chance to get involved!

The idea for a "Thriller" performance began in October of 2013 when Pitillo opened his Buffalo restaurant, Osteria 166. His nephew, Michael Perry, loved Halloween and had been working with a dance studio in Hamburg for a few years. "When we opened, Michael wanted to have a Halloween party," Pitillo recalled. "Although I resisted, he ran with it. He contacted his friends at the dance studio and they performed the 'Thriller' dance, and it was a huge hit!"

Despite a mishap with a smoke machine that set off the fire alarms, the event was a success. Sadly, Michael passed away a few years later, and the Hamburg dance studio stopped doing the 'Thriller' dance. "I reached out to my friend, Kelli Wagner, and shared the idea with her, and the rest is history, as they say," said Pitillo. "Kelli and her kids have been knocking it out of the park for years now. When we opened Villaggio in 2015, it was a perfect fit to host the event on Monroe Street. It has been a huge success!" Pitillo partners with the Winery of Ellicottville to host a dinner for the dancers in their event space each year, proving that it really does take a village.

For Wagner, it feels like just yesterday that her studio did their first performance of the 'Thriller' dance for the Ellicottville community. "I can't believe it's been seven years," she said. "Each year, we stay true to 'Thriller' but incorporate some new choreography, too. One year, we added baby zombies, a surprise element, and we have a lot of tumbling we incorporate, too."

Wagner's students rehearse for about six hours a week during the month leading up to the performance. She explained, "We have a few different competition teams, and the ages for our team kids that are involved range from seven to 18-years-old. Each team rehearses separately, and we have big rehearsals where all the kids are together."

Not only is the choreography creative, but so, too, are the dancers' costumes. Each dancer is responsible for their own costume, and according to Wagner, some of them really embrace the challenge! Zombies of all kinds in scary makeup or colored contact lenses have been seen on Monroe Street. "One brings her skele-dog and walks it out in the beginning with her," added Wagner. "We also have little trikes that squeak for the little ones, and fog machines, too. It adds another spooky element to the show!"

The performance attracts more and more people each year, with some visitors traveling quite a distance to see the 'Thriller' dancers. One year, the Radio City Rockettes shared a video of the 'Thriller' performance, which attracted even more people to the spooky annual event. This year, Wagner is pleased to introduce a brand-new element: "In between performances, anyone in the audience who wants to learn part of the chorus can do that with us," Wagner explained. "We'll be teaching it and having a zombie dance-off!"

The performance will take place rain, shine, wind or snow, and according to Wagner,

"Thriller Dancers" continued page 12

BEER AND WINE FESTIVAL

Holiday Valley to Host 18th Annual Tasting Event November 12



By MARY HEYL

Now in its 18th year, Holiday Valley's Beer and Wine Festival is the perfect way to celebrate the transition from warm-weather festivities to cold-weather adventures. On Saturday, November 12, over 30 breweries, cideries, distilleries and wineries will be set up in Holiday Valley's main lodge to offer new and unique flavors, as well as seasonal favorites. Stay for the afternoon or stay for the whole weekend - no matter what, this is an event you won't want to miss!

Dash Hegeman, director of marketing at Holiday Valley, is looking forward to a great event that allows guests to maximize their experience through two sessions. "Over the past couple of years, we've adjusted the format of the event so that now there are two sessions in order to allow guests to have more space in the lodge," he explained. "Now, instead of one mass gathering, there is an afternoon session from 1:00-4:00pm and an early evening session from 5:00-8:00pm."

For guests interested in making this a weekend-long event, Holiday Valley offers lodging packages at the Inn at Holiday Valley, the Tamarack Club and Holiday Valley Rental Properties for Saturday night or Friday and Saturday night (limited to guests 21 and older).

While participants are continuing to sign up, Hegeman is pleased to share the following list of those who are confirmed for this year's event: Belt Line Brewery, Big Ditch Brewing, Bold Rock Cidery, Brazen Brewing Company, Britesmith Brewing, Buffalo Brew Pub, Clarksburg Cider, Community Beer Works, East Aurora Brewery, Eli Fish Brewing, Ellicottville Brewing Co., Empire Brewing, Founders Brewing Co., Flying Bison Brewing, Hamburg Brewing, Labatt, Pressure Drop Brewing, Resurgence Brewing, Rohrbach Brewing Company, Saranac, Singlecut, Sixpoint Brewery, Southern Tier Brewing, Steelbound Brewery & Distillery, Victory Brewing, Voodoo Brewing Company, Windy Brew, 12 Gates Brewing, 1911 Established Hard Cider, and 42 North Brewing. This list includes many local favorites, as well as companies from across New York state.

As guests enjoy sampling a variety of beverages from new and favorite businesses, they can enjoy live entertainment throughout the event. On the main floor, guests will hear the music of Western New York-based band Sticktights. The fun continues on the top floor of the lodge, where Utica native Tim Britt will be performing, as well as on the ground floor, where the Jeremy Keyes Band will be delivering their Chicago-style blues!

Hegeman is no stranger to the Beer and Wine Festival, though this is his first year in his new role as marketing director at Holiday Valley. "I'm excited to see all the hard work that is taking place to prepare for this event to come to fruition," he shared. "Between the Holiday Valley team, the crew at Ellicottville Brewing Co. and all of the regional distributors, a lot of prep work goes into this event in order to ensure the best possible guest experience." Speaking of guest experience, there is no need to plan for the possibility of inclement weather, as everything will be taking place inside the main lodge, including a variety of food options provided in-house.

To Hegeman and so many others, this festival is the last "hurrah" of the warm weather season as Holiday Valley transitions from summer operators to the start of winter operations. "Weather pending, we are looking to open for the season on November 25th," said Hegeman. "Fall Festival just came to a close and it was excellent seeing so many people here in town, so we're hoping for many of them to come back on November 12th to continue the fun at Beer and Wine Fest."

"Beer & Wine Fest" continued page 12



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EVG V TRAIL FUNDRAISER

Committee to Host Chicken BBQ in Downtown Ellicottville October 22



ELLCOTTVILLE - The Ellicottville-Great Valley Recreational Trail Committee invites the public to enjoy a chicken BBQ fundraiser at the corner of Jefferson and Washington Streets in Ellicottville on Saturday, October 22 from noon until sold out. Proceeds will benefit the Ellicottville-Great Valley Recreational Trail.

Marketing Director Lisa Hunt said chicken dinners will be supplied by Wendell's and offered at a cost of \$15 each. Pre-sale tickets can be purchased at the Ellicottville Chamber of Commerce office, 9 W. Washington Street, Monday through Friday from 10:00am-3:00pm. Tickets are also available Monday through Saturday from 9:00am-5:00pm at the ERA Team VP Real Estate office, 12 Washington Street. Pre-sale tickets will be offered until October 21 and include a bottle of water with dinner. Pre-sale insures you will get a dinner; supply usually runs out around 3:30/4:00pm. This is a great opportunity for trail enthusiasts to come out and support a great cause!

Information and maps on the trail's progress will be available at the event and committee members will be on-hand to discuss and answer questions. Hunt said the trail has been long in the making and, lately, great strides have been made. She said the cost of building a trail to benefit the community is significantly more costly than widely known, with the total cost per mile easily exceeding \$1 million. Costs for environmental and engineering studies, gaining right of way, and site preparations start well before trail construction.

"We deeply appreciate support from the community and are actively pursuing larger government and private grant funding," she said. "Upon completion, approximately 15 miles of trail will safely join parts of Ellicottville and Great Valley to one another and tie into the Erie, Cattaraugus and Southern Tier trails. This will further allow access to all regions of New York State."

For more information on the Ellicottville-Great Valley Recreational Trail or to make a donation, visit online at EVGVTrail.org. The EVGV Trail is a 501 (c)(3) charitable organization.

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ELLCOTTVILLE - Fall is in the air and Halloween is just around the corner. This year, the Ellicottville Memorial Library has created a spooky Escape Room event. Come join library staff October 28 or 29 to see if you have what it takes to solve the clues and complete the challenge before it's too late!

Participants must pre-register to select a 30-minute time slot. Groups of up to 5 members are recommended. The Escape Room puzzles are geared towards a middle school age range, but everyone is welcome.

Children under the age of 12 must be accompanied by an adult. Costumes are encouraged. Contact the Ellicottville Memorial Library at 716-699-2842 for more information or to register for a start time.



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JINGLE BELL JUBILEE

Vendor Applications Now Being Accepted for Olean's 2022 Event Series



OLEAN – Greater Olean Area Chamber of Commerce's Event Committee took a shot in the dark last year by unveiling a new event OUTSIDE in December 2021 – the Jingle Bell Jubilee. So where did this idea come from? Meme K. Yanetsko, GOACC COO, stated, "Rob DeFazio, Associate Dean for Student Life at St. Bonaventure University, sent me an email in December 2020 suggesting that we make Lincoln Park a purposeful destination on Fridays and Saturdays from the night of the Santa Claus Lane Parade until Christmas."

GOACC staff took to the task and created two nights of holiday magic for downtown Olean with activities such as a holiday market, carolers, dance groups, wreath creation class, shop raffle drawing, Sips of the Season, make-and-take crafts, horse and wagon rides, petting zoo, an inflated snow globe for picture opps, cocoa and cookie crawl, decorate-the-tree contest, cookie decorating, and even a Rudolph run!

The Jubilee for 2022 is set for Friday, December 2 and Friday, December 9 from 4:30-8:00pm both evenings. Last year, the pavilion was transformed into a holiday marketplace with vendors galore! "Each spot was filled so the goal this year, would be to recreate that same atmosphere with vendors," added Erica Dreher, GOACC Membership Manager.

This year, the Chamber is asking for vendors with products that are: great holiday gifts, unique, high-quality, and handmade/handcrafted. Vendors will be chosen based on product and selection. Those that are new to the Jubilee will be asked to submit pictures of items before vendor approval.

Vendor fees are based on days participating as well as GOACC membership. For a 10x10 space, the non-Chamber member fee is \$35/\$60 and GOACC members fee is \$25/\$40. (The second fee listed is if participating both Fridays.) Applications will be available online at oleanny.com as well on the Chamber's Facebook.

What about the rest of the activities?

"YESSSS!!! We are excited to bring back all those in 2021 as well as some new activities," said Yanetsko. We will be seeking out organizations that would like to do kids activities - catch the ornaments, tag with presents, etc. What about yoga in the snow session? Also, we are looking for a restaurant or a non-profit that would like to sell seasonal soups and chilis and other warm handheld goodies in the bistro, and we may add a hay wagon to the day as the carriage ride was a great success last year but we didn't get to everyone."

The Festival of Trees will be back and will be utilizing the same ten non-profit organizations from 2021 to create and auction off their themed holiday trees. Also, the Cookie Crawl and Rudolph Run will be expanded! GOACC will once again host a Shop Olean Raffle with the proceeds to benefit Santa Claus Lane. The goal for these funds is to purchase additional panel trees for the balance of the roundabouts (3).

GOACC also notes that the annual Santa Claus Lane Parade will be held Friday, Nov. 25 with a new start time of 6:30pm. The Santa Claus Lane committee encourages area organizations and businesses to participate in the parade with a float, send in a musical unit, or display historical/public vehicles in the parade. Applications are available on the Chamber's website at oleanny.com or you can request one by calling the Chamber office. For more information or questions about this year's Jingle Bell Jubilee or Santa Claus Lane Parade, please contact the Greater Olean Area Chamber of Commerce at 716-372-4433 or email santa@oleanny.com.

FLAIR'S WARRIORS MEAT RAFFLE

Organization to Host Fundraiser to Help Dogs in Need



BY MEAGHAN LUCARELLI

As Western New Yorkers, we know that meat raffles are a big deal in this area. Pay a dollar for a ticket, the wheel is spun and if your number is called, you win whatever kind of meat is up for grabs that round. It doesn't sound like much, but you'd be surprised how much fun you can have. If you've never attended one, it's definitely a must-do - and luckily enough - there's one coming up really soon!

Flair's Warriors is hosting their First Annual Meat Raffle on Saturday, November 5th at 7:00pm at the Moose Lodge in Hamburg. If you don't know what Flair's Warriors is, they are a non-profit organization offering WNY families ongoing financial assistance for sick and disabled dogs to help prevent abandonment and euthanasia.

Chicken, steak, sausage, pizza logs and chicken fingers will be just some of the items on the menu during Meat Raffle night. Tickets are only \$10 and include beer, wine and pop.

If you're not big on meat, have no fear! That won't be the only thing being raffled off. You can expect quite a few different drawings within the meat raffle itself - a door prize consisting of a 32-inch TV, a 50/50, a silent auction and about 100 different gift basket available to win. Here's just a few of the many incredible prizes up for auction:

- Autographed Isaiah McKenzie mini helmet
- Neon Labatt sign
- Autographed Rick Jeanneret banner
- Autographed Buffalo Sabres hockey stick
- Seneca Resorts & Casino hotel room certificate
- 18 Holes at Ironwood Golf Course
- Echo Dot
- Autographed Allen Lazard jersey
- Autographed Kevin Hayes jersey
- Betty Crocker Baking Basket
- Buffalo Bills Basket
- Pong Tabletop Game
- Shoots & Ladders Bar Game
- Cozy Stay at Home Basket
- Mary Kay Cosmetics
- Maker's Mark Basket
- EVL Gift Basket donated by ellicottvilleNOW
- Plus various gift cards donated by area businesses and restaurants including \$100 from Scotch 'N Sirloin & \$100 from Panorama On Seven

If you haven't gotten your ticket yet, there's a limited supply left, so get yours before they sell out! If you cannot attend but would still like to help, any and all donations are greatly appreciated and go directly towards helping this great cause. Gift basket donations will continue being accepted until the day of the raffle. To buy tickets or donate a basket, you can get a hold of Flair's Warriors founder, Alex Popiela, by calling 716-289-9640 or emailing alex@flairswarriors.org.

The first spin will take place at 7:00pm, but doors open at 6:00pm. Bring your singles, your snacks, your friends and family and don't forget to have fun! Even if you don't win, all proceeds are going to help dogs in need - and who wouldn't feel good about that?

Make sure to follow Flair's Warriors on Facebook and Instagram (@flairswarriors) to keep up with news and all future events. Hope to see you there!



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BUSINESS

SNOWBELT CANNABIS AIMS TO END THE STIGMA; 'GROW' AWARENESS

Women-Owned Cannabis Cultivation Company Creating Momentum in Jamestown, New York

BY MARY HEYL



@snowbeltcannabis
@snowbeltgardens



For thousands of years, the hemp plant has been used in societies all over the world for everything from clothing, to paper, to medicine, to fuel. In 1942, Henry Ford even built an experimental car out of hemp fiber, which he found to be stronger than steel! A commonly misunderstood and stereotyped plant, hemp is as versatile as it is sustainable, for it produces far less waste than other materials, such as cotton and polyester. In fact, a 1916 USDA study revealed that hemp produces four times more paper per acre than trees.

"It's really eye-opening to learn about the history behind this plant," said Ashley Baron, CEO of Snowbelt Cannabis in Jamestown, NY. "During World War II, farmers and family gardeners were encouraged to participate in the 'Hemp for Victory' program to create raw material for ropes for the U.S. Navy!" Hemp, once one of the most in-demand agricultural commodities, is once again being recognized for its many uses and benefits, and Baron is looking forward to being a cannabis cultivator under New York State's new licensing.

"As soon as New York legalized recreational marijuana last March, we started working on our business plan," said Baron. She and Cultivation Manager Ryan Peterson also own the BioDome Project, an indoor gardening facility that designs and builds hydroponic and aquaponic systems for growing food indoors and sells their premium hydroponic herbs and leafy greens to the public and local restaurants.

Since last May, Baron and Peterson have worked closely with the city of Jamestown and Mayor Eddie Sundquist to create a sustainable plan that opens the door for other ancillary cannabis businesses, such as packaging, laboratories and testing facilities, HVAC suppliers, and more, to open in Jamestown. "We're constantly working with and in communication with our city officials and other prospective cannabis businesses in Jamestown to make sure we're all up-to-date, are able to help each other, and make those connections between us growers and those who want to open dispensaries or other related businesses," said Baron. "We're lucky that our city officials are so involved and proactive. It's actually pretty rare to see a municipality so supportive of the industry and helping its local businesses to get there."

Currently, only conditional licenses have been issued so far for the adult-use cannabis market. These are provisional licenses that were created to get the ball rolling in the state and come with pre-requisites and limitations. "We are still waiting for all of the laws, regulations, and general licensing applications to be established. We will be aiming for a roughly 10,000 square foot cultivation license when general licensing takes place. The way New York has set it up, if you are looking to cultivate, you cannot own a dispensary and vice versa, unless you shoot for the microbusiness license. So, we will grow, package and wholesale our products to a dispensary near you in 2023" Baron explained. "Our city officials have been so supportive and linked us up with the landlord and building we're currently in. We're leasing 5,000 square feet for now, and eventually, we'll be operating at around 15,000 square feet when we are fully up and running."

The conditional licenses that have been issued have many social equity terms behind them, which Baron applauds. "Hemp farmers took a really big hit, and New York is one of

the first states to give the first opportunity to distressed hemp farmers to be able to grow cannabis," Baron explained. "Conditional licenses for dispensaries will be given to those who have had marijuana convictions in the past." The goal is to provide opportunities to people who have been affected by the war on drugs born in the 1970s when the Controlled Substances Act classified hemp as an illegal Schedule I drug. Schedule I drugs are considered to have no medicinal value and the most potential for abuse. Just for reference, cocaine and meth are Schedule II. Baron is continually researching the medicinal uses of cannabis and sharing this knowledge with the community to help end the stigma. "Cannabis hemp has been shown to alleviate epileptic seizures in children. It helps with nausea and lack of appetite that go along with chemotherapy. A lot of people experience some form of insomnia, and it can help with that too." Baron has also known many individuals who suffer from anxiety and post-traumatic-stress disorder to find effective treatment through cannabis products.

While the timeline from the state has pushed out for entrepreneurs like Baron to receive her license, she is optimistic and hard at work preparing her facility. "Right now, we're doing mushroom cultivation - Oysters, Shiitake, Lion's Mane - and some micro tomatoes and basil under Snowbelt Gardens. This is helping us better prepare our space, and we're all about supporting the community with healthy foods!" In June, Snowbelt Cannabis received its Hemp Cultivation License in order to grow high-quality CBD and CBG for medicinal use. The hemp flower will be available at the BioDome Project and a few other local businesses for now.

Once Baron receives her license and begins her cultivation operation, she is planning to grow up to 16 different strains of cannabis using as few pesticides as possible, LED lighting, and efficient watering practices. Snowbelt Cannabis will then serve as a wholesaler to area dispensaries. Baron's business is continuing to grow, and she is pleased to welcome a new female investor.

It's possible to support Snowbelt Cannabis now as they await their licensing. Visit the BioDome Project to enjoy the produce and microgreens that Snowbelt is currently growing or visit www.snowbeltcannabis.com to invest in this local women-owned business. Through Mainvest, a crowd investment platform integrated in the website, individuals can invest as little as \$100 and get a 1.8 times return on their money in four years. "Mainvest is a great opportunity to get the community involved and we'd rather give our money to them rather than large financial lenders."

"Our goal is to help educate the public, break the stigma of the plant and provide people with a high-quality and product," Baron explained. "We want to invest in our city because we care about what happens in our community and the people around us. We'll be growing a safe, sustainable product and are hoping to be that brand with a story and a mission of giving back."

To learn more, visit www.snowbeltcannabis.com and follow them on social media.

HEALTH & FITNESS

Core Performance: Embrace the Challenge!

BY KIM DUKE, CERTIFIED PERSONAL TRAINER

You've had it! You're tired of feeling like crud every day, and you are determined to get into shape - mentally and physically. Chances are something has happened in your life that has put you into this state of readiness. Maybe you just got back from a shopping excursion that ended empty handed because nothing fits. Or the doctor has lectured you about your weight, blood pressure, cholesterol levels and blood sugar. Or perhaps you've watched the transformation of a friend/family member who changed their unhealthy ways and has lost not only pounds but also the bad diet and habits that kept him/her from being healthy and fit.

Over the past two decades, I have been fortunate enough to have helped people from all fitness levels to become fitter and healthier through diet and exercise. The programs I created were not only to help them look better, but also served as lifelong formulas to maximize performance and help maintain a higher quality of life.

Most people understand that they need cardio to burn fat and calories. What they don't get is why they need to lift weights. Simply stated: You can't move weight unless you lift weight. This is where Strength training and Resistance training come into play.

Resistance training/strength training/weightlifting increases muscular strength and endurance, boosts energy, improves balance and flexibility and maintains or even builds bone density. It also powers up your metabolism, transforming your muscles into power fat burners. Weight training can burn from 250-400 calories in a 45-minute session plus keep your metabolism revving for at least an hour after training has stopped. Lifting weights will also firm and reshape your body, allowing you to fit into smaller sizes as it optimizes your body composition.

So if you really want to transform your body, you have to add weight training. Instead of allowing inactivity and gravity to take over, lose the body fat and gain muscle and tone from head to toe. The more muscle you build the smaller you will look, especially if you are a woman. That's because fat takes up much more space ... actually, five times more space!

In fact, when you train with weights, you actually use stored body fat to fuel the growth of your muscles. However, you can help this process by fueling your body with proper nutrients and getting adequate rest.

If you're a beginner to strength training, consulting with a certified fitness trainer would be the best place to safely develop a program that is right for you. If you are a novice and just need direction and a community of encouragement, join a fitness class that utilizes weight training to achieve their goals. Group fitness classes can be a super way to become familiar and comfortable with strength training. A good instructor will always keep their eyes open to form flaws and offer cues to assist you during class. Plus, there are always other participants in the class who have been where you are ... and they are ready and willing to encourage and assist you in achieving your goals.



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 or call 716-698-1198.

THRILLER AT VILLAGGIO

cont. from page 04

they've seen it all! During the day on Saturday, Villaggio will be hosting a free pumpkin painting event for kids, co-sponsored by Pumpkinville and Aldrich Painting. "Over the years, this has become a great addition to the Halloween weekend festivities," said Pitillo. "From the Halloween parade to the pumpkin painting to the Thriller dancers, it's all about the kids!" During the 'Thriller' dance, Villaggio will be accepting donations for the Frank Pitillo Memorial Fund, which is working to replace the lights on the Ellicottville Central School sports field.

Wagner is grateful to Pitillo for hosting this event and all her teachers who help put it together every year - Shari Bentley, Kara Nicotra, and Courtney Scordato. Most importantly, Wagner notes, is the wonderful opportunity this creates for the community and her students to come together. "For some of these kids, this has been - at some point - the first opportunity to perform in front of a live audience," she pointed out. "Ellicottville has the greatest crowd and the kids feed off the crowd's reaction. I'm really thankful every year that people love Halloween as much as we do and love coming out to support the kids." For more information about Villaggio or Fusion Dance Studio, visit www.villaggioevl.com or www.fusiondancestudio.org and follow them on social media.

BEER AND WINE FEST

cont. from page 04

For tickets, visit holidayvalley.com. From now until the end of October, tickets are \$60. From Nov. 1-10, tickets will be \$65, and on the day of the event, Nov. 12, tickets will be \$70.

As Holiday Valley prepares for the winter season, community members are invited to attend the Holiday Valley Job Fair on Thursday, Nov. 10 from 4:00-6:00pm and Saturday, Nov. 12 from 9:00-11:00am in the Tannenbaum Lodge. There are many different departments within the company and opportunities for a variety of skillsets. No one knows this better than Hegeman, who credits Holiday Valley for putting him on a career path that has been as fulfilling as it is exciting. "My first job was as a ski instructor here when I was 15-years-old," he said. "Then at 19, I began a long stint as a snowboard instructor, working a year-round job during the day but coming back to instruct at night every winter. What began as a way to get a free season pass eventually put me on a career path where I've been able to work in a field that I went to school for but also in an industry that I developed a deep passion for at a young age because of Holiday Valley."

Jobs are available for those ages 16 and older. Stop by the Job Fair on either date to learn more, and be sure to ask about employee lessons and rentals, as well as family ski passes! In Hegeman's words, "What makes Holiday Valley such a special place to work is the opportunity that this place can give people. Not only is it one of the larger employers in this area but it's a fun place to work at and offers a variety of both seasonal and full-time opportunities."

EVL HALLOWEEN HALF/5K

Traffic and Detour Information for Saturday's Race

On Saturday, October 22 a 13.1 and a 3.1-mile running race will take place on the roads through the towns of Ellicottville and Mansfield. Every effort has been made to minimize disruption to the residents of these communities with the help of the Cattaraugus County Sheriff's Department and the Town of Ellicottville Police Department.

The races will start at 11:00am and 11:15am on Monroe Street in Ellicottville and will travel North out of the village on Maples, Kent, Hinman, and Hencoop Roads, finishing back on Monroe Street. On various sections of the course, the road will briefly be restricted to cars except for local residents:

- Maples Road (Northbound) - Lane restricted from Poverty Hill Road to Kent Road from 11:20-11:45am.
- Maples Road (Southbound) - Maples Road southbound lane from Hinman Hollow to Ellicottville will be closed from 11:10am-2:15pm. Traffic at the intersections of Hinman Hollow, Cross Road, and Hollister Hill will be redirected to follow detour route signage. Detour will route traffic north on Maples Road to Hinman Hollow/Lindberg Road connecting to Route 219 and the Village of Ellicottville.
- Poverty Hill - Closed from 11:15-11:45am from Maples Road in both directions to 1/2-mile north of the Maples/Poverty Hill intersection.
- Kent Road - Northbound lane closed from 11:30am-12:15pm from the intersection of Maples Road to Hinman Hollow. Southbound lane traffic not affected.
- Hencoop Hollow Road - Local traffic only from Mountain Gate Road (0.8 miles south of Maples Road) to Maples Road from 11:45am-1:20pm.
- Elizabeth Street - 9:00am-2:15pm local residents only from Washington to Jefferson/Elk Street.
- Mechanic Street - 9:00am-2:15pm local residents only from Maples Road to Elizabeth Street.

For questions, please email info@evlhalf.com or call 716-941-4330. For the safety of pets and runners, we would greatly appreciate homeowners keeping their dogs inside during the races.

Thank you for the patience and understanding of residents along the route and we ask drivers to exercise caution around the runners. To learn more about this year's EVL Halloween Half Marathon and 5k, visit evlhalf.com

- Doug Bush, EnduranceFactor,
and EVL Halloween Half/5K Committee

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EMPLOYMENT

LEAD CARPENTER: Must have at least 5 years experience. Apply in person to G.M. Nickolson Construction, Inc. 42 Mill Street, Ellicottville, NY 14731 or email: gmnickolson@aol.com.

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RENTALS

SEASONAL RENTAL AVAILABLE: 3 bedroom, 2 bath, village house. \$15k range. Dates/price negotiable. 716-474-9206.

SKI IN / OUT HV SEASONAL RENTAL: 1 Bedroom SnowPine Village condo. Ski in/ski out at Holiday Valley. \$5k per month or \$15k for continuous rental November 20 - April 30. View photos at staytheweekend.co. To rent, email caroline@staytheweekend.co or call 716-517-0588.

SERVICES

MARTENS CLEANING SERVICE: Professional carpet cleaning, deep cleans, construction clean-up, grout and tile cleaning, residential cleaning. Call Christina Martens, 585-435-7158.

EVL LAUNDRY SERVICE: New service available in the Village. Done for you laundry, just drop off at Ava Grace Fashions, 23 Jefferson Street and we will do your laundry! ellicottvillelaundry.com.

ROVER MAKEOVERS: Professional pet grooming. Owned and operated locally by mother and daughter, Teresa Mercer and Calla Wagner. Call 716-364-2302 for an appointment. 16 Elizabeth St., Ellicottville. "YOUR DOG IS OUR DOG."

DAN KANDEFER PLUMBING & HEATING: Quality products and professional installation. Residential and commercial, 60 years of experience! Serving Ellicottville and the surrounding areas. Call 716-583-2034 or 716-945-5848.

EA2EVL FONDO RECAP

Nearly 400 Riders in 42-mile Charity Event Raise \$50k for Rail Trail



Lou Schriver and Denise Doucette cross the finish line at Holiday Valley wearing their 2022 EA2EVL jerseys.

EAST AURORA - On Saturday, October 1, the Erie Cattaraugus Rail Trail (ECRT) hosted its second annual charity bike ride from East Aurora to Ellicottville. The EA2EVL Fondo - a non-competitive ride - grew participation 20% from the inaugural event held last year, hosting close to 400 riders and netting \$50,000. Those donations will be used to support ongoing efforts to build, enhance and maintain the 27-mile rail trail that runs along a former rail line from Orchard Park to West Valley, NY.

"After back-to-back successful events, we know that bikers just love this fall ride," shared Deb Fenn, ECRT Board Chair. "Last year, we used EA2EVL donations to remove rails and ties from the last uncleared mile of the ECRT trail. This year, we will use the funds to resurface, connect and finish sections in Orchard Park."

EA2EVL kicked off at 42-North Brewery in East Aurora and traveled up Mill Road to Route 240, where riders headed south on Route 242 into the Village of Ellicottville. With water stops along the way and tech support provided by Tom's Pro Bikes, participants enjoyed a safe, social ride with post-ride party at Holiday Valley. The event was sponsored by National Fuel, Tom's Pro Bikes, 42 North Brewery and Phillips Lytle.

"Trails bring tremendous health benefits to a community - that's one reason why I joined in this ride," said the event's top fundraiser, Dr. Michael Rauh of Orchard Park. "The course is picturesque and challenging, but it's doable for all levels of riders. I was incredibly proud to wear the yellow jersey across the finish line!"

The Erie Cattaraugus Rail Trail Inc. is a 501(c)(3) not-for-profit organization. To learn more about the ECRT and its mission, go to ecatrail.org.

HOLIDAY VALLEY JOB FAIR

NOV. 10TH 4-6PM & NOV. 12TH 9-11AM
TANNENBAUM LODGE

ASK ABOUT EMPLOYEE LESSONS & RENTALS
AND FAMILY SKI PASSES!



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HOLIDAY WREATH SALE

Place Your Order Now Through Nov. 11 and Support Pfeiffer Nature Center

PORTVILLE - Displaying an all-natural, hand-decorated holiday wreath from Pfeiffer Nature Center is one of our community's biggest traditions! This year we will still be decorating our wreaths. A Pfeiffer wreath is sure to brighten up your home for the holidays, and also makes a wonderful gift for friends and family! If you have not yet enjoyed one of our beautiful 24" wreaths, you can join in on the tradition by ordering from our website www.pfeiffernaturecenter.org or by calling the office at 716-933-0187.

Choose from either a Fraser Fir wreath or a Boxwood wreath. Fraser Fir wreaths are \$34 undecorated and \$42 decorated and you can purchase 2 undecorated Fraser Fir wreaths for \$62 - while Boxwood wreaths are \$50 undecorated and \$60 decorated. No matter which type you choose, you will enjoy a beautiful holiday tradition while supporting Pfeiffer Nature Center.

Pfeiffer Nature Center is fortunate to have many volunteers which help to create our magnificent wreaths. Wreath decorating and wreath order pickups all occur at Pleasant Valley Greenhouse & Nursery where they continue to open their facility to us year after year. You can come admire the wreaths and pick out the one that is perfect for you on the following dates from 10:00am-3:00pm: Nov. 19th, Nov. 25th, or Nov. 26th. **ALL ORDERS MUST BE PAID IN ADVANCE.** We look forward to seeing you then!

instaNOW

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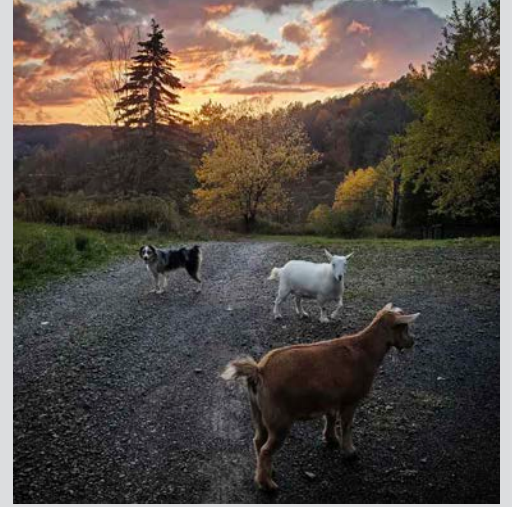
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Willygoat_adventures: Got to see the beautiful colors & views today at the Kinzua Sky Walk! #visitanf #adventuredog #pawilds #evlnow



shannonlshepherd: Best friends & family cheering for the Bills! #billsmafia #evlnow #ellicottvilleny



hornhillpottery: Tonight's view while walking down to the goat barn #autumninnewyork #evlnow #goats



Itwvthenavydude: Look who's back in EVL for a traditional WNY Fall weekend #evlnow #ellicottvillefallfest #pumpkinville #gobills #wny



mclauss24: The BILLS! #ellicottvilleny #evlnow



pandagoatmedia: It was a beautiful day today on #chautauqualake! #tourchautauqua #evlnow #fallcolors #leafpeeping #lovewhereyoulive



mrsski815: #fallfestival2022 #ellicottvillenow #visitellicottville



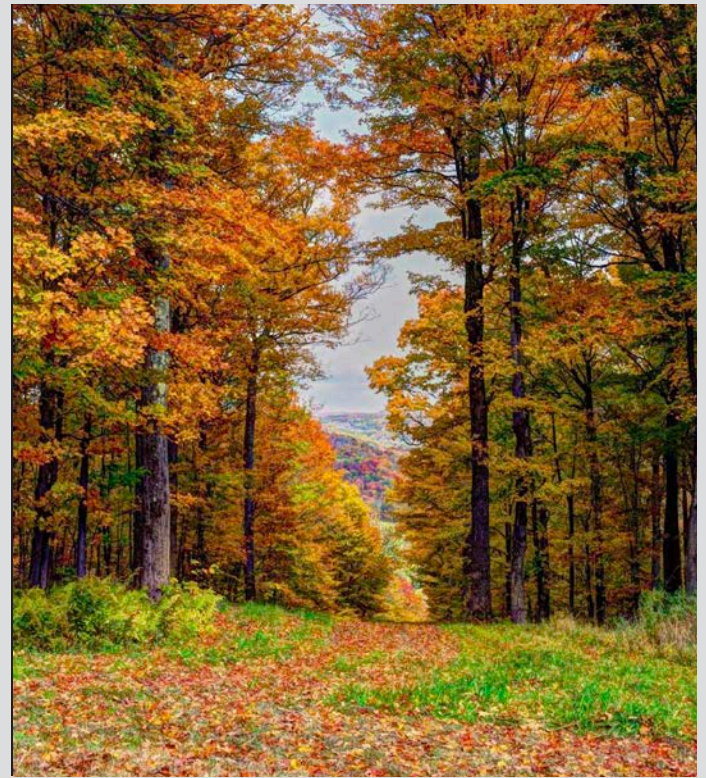
dash_913: Still out of shape. But it was a fun ride #evlnow



kkdido: Dateaversary #8 #evlromance #evlnow #thebanq



picklesandpepto: #ellicottville #fallfoliage #ellicottvillenow



robert_kuechle: Leaves in Ellicottville @holimont #evlnow #fall #fallfestival #fallcolors #autumnvibes #foliage #naturephotography

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CHRIS MALONEY

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FUEL UP FOR THE EVL HALF MARATHON!

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THANK YOU!



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THRILLER DANCERS
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