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FREE

The Penguin Challenge ... Anywhere!

Annual fundraiser for the Lounsbury Adaptive Ski Program at Holiday Valley goes virtual

Complete your slide and post a photo on social media with the Penguin Paddle hashtags #LASP #penguinpaddle #penguinchallenge and tag @LounsburyAdaptive on FB or IG.



@lounsburyadaptive

BY MARY HEYL

Whether you're on the slopes, on the sand, or even on a backyard slide, there are all kinds of ways to participate in this year's Penguin Paddle to benefit the Lounsbury Adaptive Ski Program (LASP). This year's event has gone virtual, and although it will be a bit different than the annual belly slide down Holiday Valley's Yodeler slope, it promises to be just as much fun!

The Penguin Paddle is LASP's biggest fundraiser of the year and normally involves participants purchasing a garbage bag to wear as they stomach-slide down the ski hill. This year's event will actually allow for more participation over a longer period of time. No matter where participants are located, they can register online and complete their belly slide anywhere they choose!

... page 03

CA-BOCES Launches Career Exploration Program

Cattaraugus-Allegany BOCES (CA BOCES) has announced a new program, with accompanying website, to help middle and high school students explore career options in technical fields – CTE Career Exploration.

The new program and website provide a comprehensive look at career exploration and, with support of their home school guidance counselor, will allow students to take an interest assessment, explore career clusters, and view a variety of videos pertaining to program options at BOCES Centers in Belmont, Ellicottville, and Olean.

... page 07

SENECA-IROQUOIS MUSEUM RE-OPENS WITH NEW EXHIBITS

Just two years ago, the Onöhsagwë:de' Cultural Center opened its doors at 82 W. Hetzel St. in Salamanca and quickly became one of the top destinations in the region. In 2019, the center, which houses the Seneca-Iroquois National Museum, welcomed over 40,000 visitors including local residents, school groups, and tourists from across the United States and Europe. At the start of 2020, the center was on pace for another busy year - that is, until spring when the COVID-19 pandemic forced the museum to close its doors for six months. ... page 11

Local Alpine Ski Racer Honored

Ellicottville Central School Senior Logan Fredrickson presented with championship banner

BY JESSICA WALLACE

Logan Fredrickson has won the State Championships in Alpine Skiing not just once, but multiple times - most recently during the 2019-2020 ski season which culminated at Bristol Mountain near Canandaigua, NY.

She is fast. She has her own banner hanging inside Ellicottville Central School's gymnasium to prove it.

Fredrickson was only two-years-old when she clicked into skis for the first time; she started alpine ski racing at the age of 7. Her father, who is also her coach, has been by her side since day one and helps Logan condition before snow even hits the ground.

... page 08



photo / ECS Sports Boosters

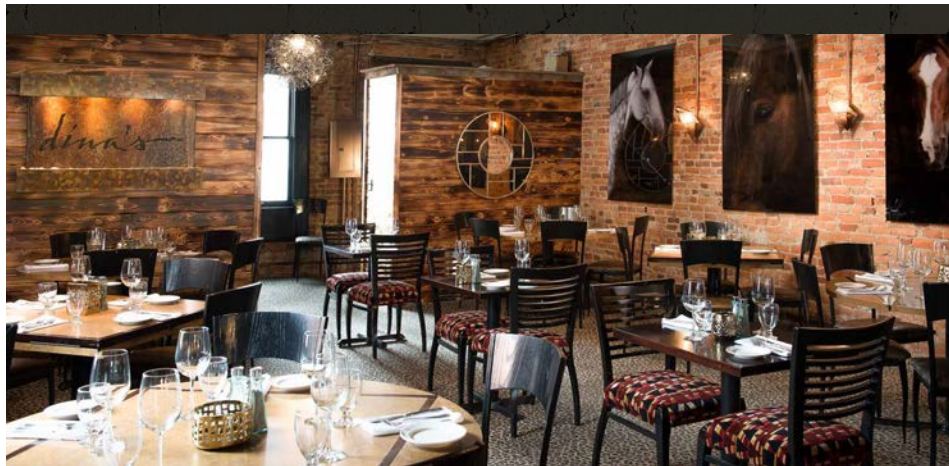


Boss wrench Sean Lowes (left) and shop manager Trey Claus of The City Garage give this ski season two thumbs up.

@thecitygarage

Ellicottville's Ski Shops - Updates, Events and Giveaways

Ellicottville is fortunate to have three very unique, family-owned ski and snowboard shops; each one has a rich history in the ski scene here. Ellicottville NOW did a mid-season check-in with the shops to see how things have been going so far this winter. The consensus: "Despite the ongoing reality of trying to operate during a pandemic, things have been going very well." ... page 04



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Publisher's PICK

Annual Penguin Paddle fundraiser goes virtual



File photo / @lounsburyadaptive

BY MARY HEYL

Whether you're on the slopes, on the sand, or even on a backyard slide, there are all kinds of ways to participate in this year's Annual Penguin Paddle to benefit the Lounsbury Adaptive Ski Program (LASP)! That's right: This year's Penguin Paddle has gone virtual, and although it will be a bit different than the annual belly slide down Holiday Valley's Yodeler slope, it promises to be just as much fun!

In 1987, Bill Lounsbury, a ski patroller at Holiday Valley, lost his leg to cancer, but continued to ski using hand-held skis, inspiring all who knew him. When he passed away, many donations were made in his honor, and the money was used to start the LASP, a 501(c)(3) non-profit organization and chapter of Disabled Sports USA. The program's mission is to "deEMPHASIZE the disABILITY" and serves individuals between the ages of 5 and 75 of all physical and mental abilities, ranging from paralysis, muscular dystrophy and multiple sclerosis to autism, Down's syndrome, cerebral palsy and spina bifida. The program consists of volunteer instructors who work with students in affordable, private lessons at Holiday Valley.

The annual Penguin Paddle is the program's biggest fundraiser each year and normally involves participants purchasing a garbage bag and wearing it as they stomach-slide down Yodeler. The annual event also includes a much-anticipated silent auction, raffle and food tent. Bill's daughter, Kara Lounsbury Elias is coordinating the online portion of the event, which is completely run by volunteers each year. "We all decided that with the local restrictions and Holiday Valley's guidelines that the Penguin Paddle had to become a virtual event this year," she explained. "Safety is important for the instructors and everyone who participates in the general program."

There are several significant differences between the virtual event and the in-person event that actually allow for more participation over a longer period of time. Elias explained, "One benefit of having the event virtually is that we have the opportunity to reach a much broader audience."

No matter where participants are located, they can register online at www.lounsburyadaptive.org and complete their belly slide anywhere they choose from now until Feb. 27th!

Elias added, "The idea is that people will do their own penguin slide at home or at a park and can be creative! It doesn't even have to be on snow! They could slide down a slide or on sand - wherever they happen to be!"

Once someone has completed their slide, he or she can post a photo on social media with the Penguin Paddle hashtags #LASP #penguinpaddle #penguinchallenge and tag @LounsburyAdaptive on Facebook or Instagram. Then, make a Penguin Paddle donation online or by mailing a check to Lounsbury Adaptive Ski Program, Holiday Valley Resort, PO Box 370, Ellicottville, NY 14731. The last step is to tag three others to challenge them to participate in the Penguin Paddle.

"We're trying to maintain the fun and interactive component, even though we can't be together," Elias said. "It's always been in person, rain or shine, and sometimes the weather is supportive and sometimes it's not. This year, it doesn't matter what the weather is!"

This year's raffle and silent auction will take place exclusively online (lounsburyadaptive.org), and the website is being updated daily as prize donations come in. Raffle tickets are available online and in-person at Holiday Valley or from any LASP instructor. The raffle ticket drawing will be held on Saturday, Feb. 27th at 3:00pm. Winners need not be present to win. Tickets are one for \$5 or five for \$20; prizes include a Holiday Valley Season's Pass, \$100 Gift Card to Lowe's Home Improvement, and High-Performance Skis from The City Garage Ski Shop, Ellicottville.

"Penguin Paddle" continued page 07

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A Ski Town Staple: Checking in on Ellicottville's local shops, upcoming events, promotions and giveaways

BY DASH HEGEMAN



Enter to win Kelly Clark's Big Gulp 149 from the filming of Burton's One World. Stop into The Boardroom and scan the QR code or access entry via @boardroomville's IG profile.

What makes a great ski town? A resort, of course. An array of restaurants and bars also helps. But one of the key - and sometimes overlooked - components of a thriving ski town are the ski and snowboard shops. Think about it. Not only do these shops provide locals and tourists alike things like skis, snowboards, boots, rental equipment, apparel and other on-hill necessities, but they also help fuel the stoke of just about every guest who enters through their doors. Shop staff provide valuable advice to people that is based on years and years of passion for skiing and snowboarding.

The Village of Ellicottville, NY is fortunate to have three very unique, family-owned ski and snowboard shops; each one has a rich history in the Ellicottville ski scene. Ellicottville NOW wanted to do a mid-season check-in with the shops to see how things have been going so far this winter.

THE CITY GARAGE 716-699-2054 | citygarageskishop.com

Ellicottville's funkier ski shop has been operating since 1999, when Sean Lowes, a former ski rep, decided to stop his life on the road and open a ski shop with a unique personality. Lowes' focus was to cater to the free-ride, mogul ski scene as well as the nordic and tele skier. Today, the shop is a go-to option for people seeking top-of-the-line ski and outdoor equipment.

Trey Clauss, long-time manager at the Garage, said that despite the ongoing reality of trying to operate during a pandemic, things at the shop have been going very well.

"I'd say that our day-to-day traffic has remained about the same, just with the difference that people are generally a bit more to the point with their shopping experience," said Clauss. "[Guests are] coming into the store with a specific list of items they are looking for, which has made the shopping/selling go quicker and more matter-of-fact."

Given the fact that opportunities to do things in groups are limited this year, it certainly seems like people are recognizing that being outdoors gives them a great outlet from the realities of Zoom meetings, online schooling and all the other oddities that are taking place right now. In fact, Clauss believes that there is even a silver lining to all of this when it comes to the ski industry.

"We have been noticing that there has been a bit of a reset for a lot of skiers that haven't purchased in more than 5 years," Clauss stated. "Skiers that haven't moved into a wider ski or lighter boots have been realizing what they have been missing out on! As far as overall numbers for the season, personally I think it will be a slight uptick from years past."

In terms of what the rest of the season has in store, The City Garage's annual Telestock collaboration with Holiday Valley is still on the books for Friday, February 26th. Pop into the shop for details.

MUD SWEAT N' GEARS 716-699-8300 | mudsweatgears.com

A family owned business since 2000, MSG has evolved into a premier destination for people of all ages and skiing/snowboarding abilities. Additionally, MSG's ski racing prowess is known throughout the region, which has allowed racers from near and afar to seek out the expertise of the MSG staff in order to take their equipment and tuning to the next level.

According to Kimberly Reading, who co-owns MSG alongside her husband and local racing aficionado, Miguel Azcarate, the shop opened for the season with many of the same questions and concerns that all small business owners had when it came to operating during a national pandemic - especially one that was going to force Canadians to stay out of the States.

"We were anticipating a new normal," Reading said, "but knew it would be far from any 'normal' that we have experienced before."

But the MSG crew was prepared. They had spent the summer paying close attention to the outdoor industry in general, and what they saw had them feeling optimistic. People were looking for ways to safely get out of the house and to recreate. Reading and Azcarate knew that Ellicottville already had something special about it - an outdoor draw that people from all over naturally gravitated to.

"People are finding ways to get outdoors for fitness and relaxation even though coronavirus limits their options," said Reading. "Because of this, sales have been very strong. We saw a significant uptick in our seasonal rental program, which is the most affordable way for families to get into the sport. We have seen lots of people learning how to ski for the first time, along with people reprioritizing and returning to the sport after many years away as a way of staying busy and maintaining a little sense of normalcy."

A little sense of normalcy is something we are all seeking right now, and the crew at Mud Sweat n' Gears believes that hitting the slopes can provide that for people. They've seen a pent-up demand for skiing and snowboarding and have been amazed at the number of people that have come through their doors this winter.

THE BOARDROOM SNOWBOARD SHOP 716-699-5620 | boardsandpowder.com

Originally called Alpine Ski Rental, The Boardroom has been operating for 36 years and during that time has evolved into one of the premier snowboard-specific retail shops in the state of New York. While the shop does its fair share of ski and snowboard rentals, the core values of the shop lie in its commitment to the art and evolution of snowboarding.

Founded by Mike and Jodie Timkey, there are now three generations of the family in the shop on a regular basis. Mike and Jodie are still there on a daily basis, as are their two adult children, Samantha and Spencer. These days, Samantha has young boys of her own who often accompany her to the shop, making the shop a true family-run labor of love.

"We've seen an entirely new group of people come into the shop this season," said Spencer Timkey. "Whether they are totally new to the sport or have been out of the game for awhile and are looking to get back into riding, they all share a similar level of enthusiasm, which has been really great to see."

Patrons of The Boardroom can rent skis and snowboards, demo high performance gear, purchase full snowboard setups, browse a great selection of soft goods, get your current gear tuned up (a good sharpen and wax will do your gear wonders) or just talk with the staff about the local snowboard scene.

Recently, The Boardroom was one of 23 snowboard shops in the world selected by Burton Snowboards to take part in a special snowboard giveaway. Burton shipped The Boardroom crew a Big Gulp board that was ridden by Olympic Gold Medalist and all-around ripper Kelly Clark while she was filming Burton's newest film, One World. When you stop into the shop, you can see the one-of-a-kind board in person and scan a QR Code with your phone that will allow you to be entered for a chance to win it. You can also go to The Boardroom's Instagram profile (@boardroomville) and click on the link to enter. The raffle concludes at the end of February so make your way over to the shop soon and get yourself in the game.

The 2020-21 ski season is halfway over and despite the current situation, it's been a fantastic one to date. So if you have yet to make your way out on the slopes this season, you've still got time. Pay a visit to one - or all - of the shops above and let them help you hit the slopes. Just remember to wear a face mask and respect any shop's social distancing requirements. With your help, we will all get through this season safely and still have a lot of outdoor fun!



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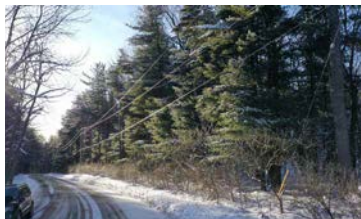
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REGIONAL NEWS

CRCF ELECTS NEW OFFICERS

Stitt and Brundage named to Board; Skip Wilday to serve as President



Jim Stitt Jr.

Sandi Brundage

Skip Wilday

OLEAN, NY - The Cattaraugus Region Community Foundation board recently elected Jim Stitt, Jr. and Sandi Brundage to its board of directors and named the Foundation's officers for 2021, including the election of Skip Wilday as board president.

The board also re-elected four currently serving board members to serve a 3-year term.

Stitt is the CEO and president of CUTCO Corporation, a role he has served since 2017. Prior to being named CEO and president, Stitt served in a number of roles at CUTCO, beginning as a process control and quality engineer in 1997. He began his career as a member of the engineering staff at Honda of America in 1995.

Stitt is rejoining the board after serving as a board member in 2009. He is also the current Bartlett Country Club Treasurer and is a member of the club's board. He is also a member of the Key Bank Western NY District Advisory Board.

Stitt graduated from the University of Dayton with a bachelor's in mechanical engineering technology. He received a master's degree in professional leadership from St. Bonaventure University.

He will serve on the board development and finance committees. Stitt has served in both roles for a number of years prior to this board election.

Brundage has been the director of the City of Salamanca Youth Bureau for 17 years. Brundage is the Secretary for the Executive Board of Youth Bureaus in New York State and the Cattaraugus County Youth Bureau Advisory Board, a member of the Western New York Association of Youth Bureaus, and a recent addition to the United Way board. She has worked in health care and children's mental health fields for the past 41 years.

Brundage will be a member of the Foundation's grant allocations committee. She also played a pivotal role in directing COVID-19 relief funding as a member of a special ad hoc committee that recommended grants through the WNY COVID-19 Community Response Microgrant program, facilitated by CRCF.

Skip Wilday was elected by the CRCF board to serve as board president in 2021. Wilday served on the CRCF board from its earliest days, serving from 1994 to 2016. He rejoined the board in 2017 after a mandatory one year off of the board at the end of his long board tenure due to term limits. For his dedication to the Foundation and philanthropy in the Cattaraugus region, Wilday and his wife, Greta, were honored with CRCF's most prestigious award as the Friends of the Foundation in 2017.

Wilday fills the position vacated by Wendy Brand, who reached the limit of three consecutive three-year terms as a board member. Brand faithfully acted as president from 2016-2020. Brand will serve on the board as immediate past president in 2021.

The board also elected all of its officers for 2021, including Lucy Benson as vice president, Audra Stevens as second vice president, Sharon Myers as secretary and Mike Kasperski as treasurer. Dennis Pezzimenti, Theresa Raftis, Audra Stevens, all currently serving board members, were also re-elected to serve three-year terms beginning in 2021. Vicki Blessing will serve as a designated board member from the Greater Olean Area Chamber of Commerce board.

"We are extremely pleased to welcome Jim Stitt Jr. and Sandi Brundage to the board, as well as all of our new officers and re-elected board members," said CRCF Executive Director Karen Niemic Buchheit. "I firmly believe that the Foundation has long been blessed with the best of board of directors in the region, and that is because of the dedicated work

"CRCF Elections" continued page 08

INSIDE THE CLASSROOM

CA BOCES launches new program to help students explore career options



OLEAN, NY - Cattaraugus-Allegany BOCES (CA BOCES) has announced a new program, with accompanying website, to help middle and high school students explore career options in technical fields – CTE Career Exploration.

The new program and website provide a comprehensive look at career exploration and, with support of their home school guidance counselor, will allow students to take an interest assessment, explore career clusters, and view a variety of videos pertaining to program options at CA BOCES CTE Centers in Belmont, Ellicottville, and Olean.

CA BOCES Career and Technical Education (CTE) Outreach Coordinator, Thomasine Graf, said that the program idea was a direct result of closures due to COVID-19. "In a normal year, students are able to visit our centers, speak to our instructors, and get a good feel for what each of our CTE programs looks like - COVID-19 changed that," she said. "CTE Career Exploration allows students to explore career options and confidently decide if they want to embark on a CTE education as a part of their high school experience without physically entering a center or classroom."

In addition to the career exploration assessments, students will also have access to a professional discussion board with local professionals in the career fields associated with their preferences. "We are so fortunate to have both CTE alumni and volunteers from local community organizations, in a variety of fields, ready and willing to speak with our youth," Graf said. "These conversations will be invaluable to students as they decide the potential paths they may want to pursue. We are grateful to both Dream It Do It and the Greater Olean Area Chamber of Commerce for collaborating with us in gathering our local professionals for this venture."

Launched last week for sophomores at local school districts, participation will begin in the near future. When in-person tours resume, the website will be used for a virtual experience for students unable to visit the CTE centers.

As the regional leader in education services, CA BOCES offers state-of-the-art programs for learners of all ages and abilities as well as cost-effective shared services for 22 component school districts. CA BOCES empowers students to achieve their maximum potential by offering a wide variety of innovative programs and support that include special education, career and technical education, adult and continuing education, technology support, and instructional support services. To learn more, visit www.caboces.org.

PENGUIN PADDLE

cont. from page 03

The silent auction bidding opens on Saturday, Feb. 20th and closes at 3:00pm on Saturday, Feb. 27th. New silent auction items are added daily, said Elias. "Local merchants and business owners have been very generous. They have never failed to support us and made all kinds of donations," she said. "Even in this difficult year, we're really fortunate to still have their support."

Auction prizes include private ski lessons, a trip to the Corning Museum of Glass, original artwork, food, wine, and even the opportunity to ride on the groomer at Holiday Valley! Winners can make arrangements to pick up their prizes, or in the case of gift certificates, receive them by mail.

Donations can be made to the LASP any time at lounsburyadaptive.org. This year's special "COVID" edition Penguin Paddle t-shirt is also available on the site. For questions, email lounsburyadaptive@yahoo.com or message Lounsbury Adaptive Ski Program on FB.

SPORTS

LOCAL SKI RACER HONORED

ECS Senior Logan Fredrickson presented with championship banner



By JESSICA WALLACE

Logan Fredrickson, a senior at Ellicottville Central School, has won the State Championships in Alpine Skiing not just once, but multiple times - most recently during the 2019-2020 ski season which culminated at Bristol Mountain near Canadaigua, NY.

She is fast. She has her own banner hanging inside the ECS gymnasium to prove it.

Fredrickson was only two-years-old when she clicked into skis for the first time; she started alpine ski racing at the age of 7. Her father, who is also her coach, has been by her side since day one and helps Logan condition before snow even hits the ground. She told us that dry land training (pre-season) consists of cardio, weightlifting and LOTS of box jumping.

But once it snows, Logan and her coach hit the slopes! Although she has been to many other ski resorts, she spends the majority of the winter season training at Holiday Valley here in Ellicottville. Logan packs in as many hours as she can, fine-tuning her skills, running gates, and practicing various drills including her favorite: one ski skiing.

“My favorite part about competing is the feeling you get when you are standing in the gate ready to race down the hill,” Logan says. “My adrenaline gets pumping and my heart starts beating so fast as the countdown begins. Flying down the slope at high speeds is such a rush and an incredible feeling.”

Even though she has won the State Championships before, she says the shock of winning doesn't change. Hands trembling as the excitement for another win rushes through her body is how she described the feeling. “I didn't know what to do with myself, and a smile could not leave my face!”

Logan suffered a knee injury this past fall which has unfortunately kept her out of the starting gate this season. Unsure if she will continue in competitive skiing while in college, she says that she most definitely will continue to click in for leisure skiing as soon as she can. Competing in Alpine Skiing has brought Logan the opportunity to travel and develop many unforgettable memories with her family and friends.

Last month, Ellicottville Central School surprised Logan with a large banner in honor of her victory in 2020, which can be seen hanging in the school's gymnasium. As she prepares to graduate this June, we wish Logan the best of luck in all her future endeavors.

CRCF ELECTIONS

cont. from page 07

of the board and the continued efforts to strengthen itself by the election of talented professionals like Jim and Sandi.”

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

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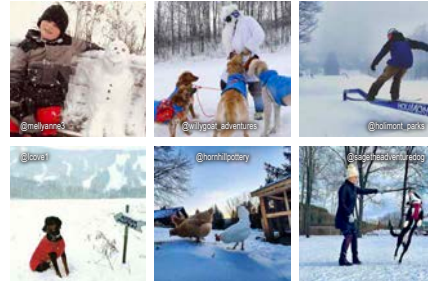
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TRAVEL

Following a six-month closure, the Seneca-Iroquois National Museum re-opens its doors to visitors

MARY HEYL



Just two years ago, the Onöhsagwë:de' Cultural Center opened its doors at 82 W. Hetzel St. in Salamanca and quickly became one of the top destinations in the region. In 2019, the center, which houses the Seneca-Iroquois National Museum, welcomed over 40,000 visitors including local residents, school groups, and tourists from across the United States and Europe. At the start of 2020, the center was on pace for another busy year - that is, until spring when the COVID-19 pandemic forced the museum to close its doors for six months.

"That was a very challenging time," recalled Seneca-Iroquois National Museum Operations Manager Hayden Haynes. "Like everybody else, we had to focus our attention on what we could do online."

This was no easy task, for the museum has a strong reputation for its impressive exhibits, some of which are designed for in-person interactions. The museum begins with a walk through the Creation Story and cultural beliefs of the Seneca Nation, which leads to displays of traditionally crafted items, a walk through an authentic Seneca log cabin, and the story of lacrosse and its role in Seneca culture. Exhibits include the history of the Kinzua Dam, the role of women in Seneca culture, and a variety of artwork, beadwork, carvings and more.

Shortly after closing the museum's doors, Haynes and his team got to work creating virtual introductions to the museum to share online at senecamuseum.org. "Last year was quite different without our school groups," Haynes noted. "We did a lot of Zoom meetings with schools instead, and we're still doing that this year. We put a lot of resources online, like videos, a link to a free book on the creation story, and information about our exhibits and archeology. Now that we've reopened, we've had several smaller groups - many homeschoolers - visit us in person."

Although the six-month closure presented many challenges, it also provided the opportunity for Haynes and museum staff to focus on the online store, which continues to play an important role in supporting the museum. Haynes explained, "Our online store opened in the fall of 2019, and back then, we only had a few dozen items, such as our in-house designed apparel and accessories. In 2020, basically we started pouring all of our energy into the online store, and it's been going well!"

Popular items available online and in store include original artwork, carvings, jewelry, pottery, beadwork and paddles from more than 20 Seneca artists. "Lately, our focus has been to highlight more organic foods, holistic medicines, and also promote the Hodinöhsö:ni' crafts," Haynes explained. "Woodwork, including the paddles, are great for stirring soups or syrups. We're also carrying locally roasted white corn and white corn flour from Gakwi:yo:h Farms, and their maple products, too."

Since reopening the museum in October, Haynes and his team have been developing new exhibits and looking forward to the annual festival, planned for June. Haynes said, "We're very happy to be open again and welcoming visitors. Not too many people got to see one of our new exhibits last year - the Snow Snake exhibit - but we're glad to share it now." (Snow Snake is a spear-throwing game played by the Seneca to keep their hunting skills sharp.)

The museum is open Monday through Friday from 10:00am-4:00pm. Due to reduced staffing, the museum doors are locked, so visitors are asked to call the posted phone numbers in order to gain entry. Temperatures are taken at the door, and all visitors are asked to complete the contact tracing sign-in sheet. Masks are required for the duration of the visit and safe social distancing should be practiced. Haynes encourages groups of five or more to call the museum in advance so that visits can be staggered, if necessary. To learn more about the SINM, call 716-945-1760 or visit senecamuseum.org.

"LET US GET THAT FOR YOU"

Whether it's catering, homemade meals or grocery shopping, Chalet Valet can help simplify your Ellicottville stay

BY JESSICA WALLACE

One of Ellicottville's own has made it possible for you to enjoy our little village without all the hassle. Nick Pitillo, business owner and entrepreneur, has introduced a new concierge service, Chalet Valet, to Ellicottville. The idea behind it: to simplify the stay of those visiting our village, allowing them more time to relax, unplug, shred and just enjoy their time here in our community.

"When you arrive in ski-town, you don't want to spend time stocking your rental property with necessities, you want to hit the slopes! Let us do the hard part for you," says Pitillo. "Simply choose your groceries from chaletvaletwny.com and we will shop, deliver and put everything away before you arrive. All in one trip, of course."

Not only has Pitillo created a solution for you to plan less and enjoy more, he's also brought in other local vendors to offer a larger variety. Everything you need, ready and

waiting for your arrival. At a glance you'll see signature dishes from Pitillo's Villaggio Restaurant/stockthefreezer.com, burritos from Bike & Bean, sweets from Cupcaked, craft brews from EBC, wine from the Winery of Ellicottville, quality coffee from Ellicottville Coffee Co. and meats from Dom's Butcher Block. PLUS, all your paper product needs and other groceries from Dash's Market.

"Nobody wants to take the time to figure out the shopping and meal planning when going away. You want to just get away. We get it. That's why we are here," says Pitillo. "Just place your order 72 hours before check-in and we will have everything waiting for you."

So go ahead and book your stay in Ellicottville, then be sure to visit chaletvaletwny.com to let Nick and his team take care of you - whether it's catering, homemade meals or your grocery shopping needs.

HEALTH & FITNESS

Core Performance: How long should your workout last?

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

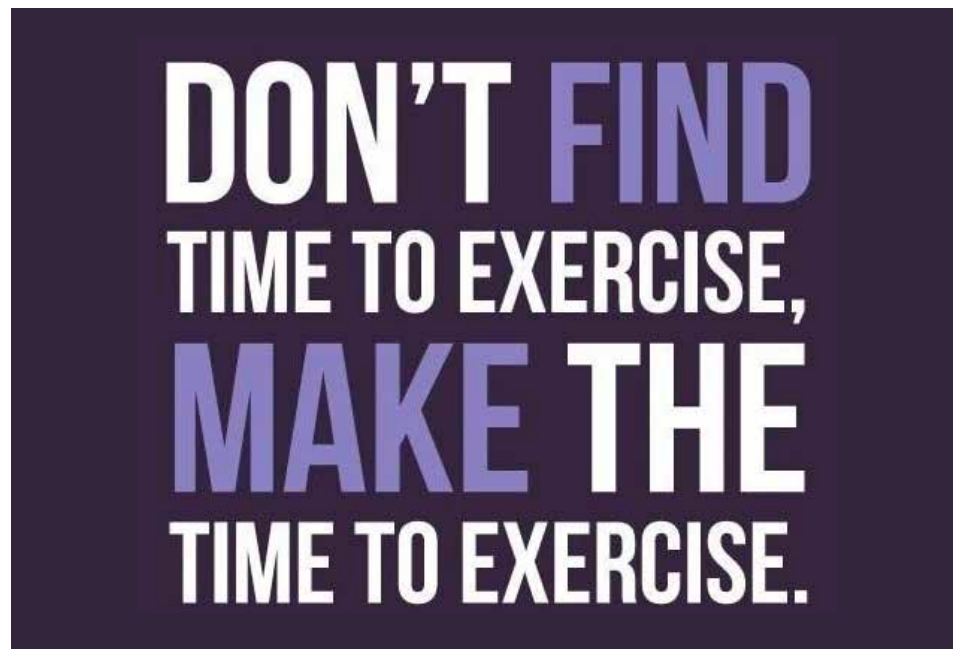
Just the other day, one of my clients asked me what I thought about the 7-minute workout. My knee jerk reaction was to talk about the merits of an effective and efficient workout since I never give much credence into too-good-to-be-true claims. However, it was The New York Times that was giving this workout a lot of buzz. Then it was Forbes writing about the workout, and then that buzz spread to Good Morning America. The 7-minute workout is real, and it works ... at least that is what mainstream media would like you to believe.

To be fair, the 7-minute workout has some very valid exercise science behind it and looks like a great way for many beginners/folks struggling to carve out time and motivation to get an efficient, full-body workout. It consists of 12 exercises such as jumping jacks, wall-sits, push-ups, dips, lunges and planks (just to name a few) that are to be completed in 30 seconds with 10 seconds to rest in between each exercise.

It's not this workout trend that I have an issue with, however, I read plenty of pros and cons about the 7-minute workout. What I take issue with is setting unrealistic expectations that trick people into believing a "minimum effective dose" can lead to maximum results. This phenomenon has plagued the fitness industry and fitness experts alike. There is no denying that exercise - in any dose - is good for your body. In fact, I have suggested that especially during these past several stressful months that carving out a routine of less than 30 minutes can still afford you many health benefits. But, do not confuse the part from the whole ... IF, it only took 7 minutes to get into great shape, the struggle to lose fat would be less of an issue and our obesity index would not be over 40%.

This brings me to another often asked question: What is the ideal amount of time to work out?

My answer: There is no such thing as an "ideal" amount of time that everyone's workout should take. There are too many factors at play that can change things significantly from each person's individual needs, experience level and goals to factors that we aren't even in control of. What you should be more concerned with is the integrity of the workout you are completing. It should be designed intelligently rather than filled with unnecessary fluff that will only be detrimental to forward progress. Also, do not waste time between sets with banter and social media posts, and at the same time do not rush through your workout just to get it done.



If you look hard enough, you will find research that proves or disproves time frames for workouts that may satisfy you, but at the end of the day all you need to do is focus on making sure your specific workout is designed properly for your specific needs and goals. As long as you do that, your workout will take exactly as long as they should.

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. Reach Kim at kduke65@gmail.com.

Staying Connected: Meeting people & experiencing new places can add value & understanding to life

By **TREVOR BRACHMANN**



We have a special niche here in Ellicottville. With the help of our ski resorts and tourism in the surrounding area, we get to know our neighbors in Buffalo, Toronto, Ohio and elsewhere. On the other end of the spectrum, we can enjoy the friendship, support, and slower pace of life offered by the small country town communities that make up Cattaraugus County. The skiing and snowboarding scene brings together people from different backgrounds - all together in their joy and passion for snowsports and the bustle of the ski town that has its own special feel. But there is something that helps renew that magic and gives one a fresh lens through which to see their home through. And that's by taking

a break and experiencing somewhere new.

Vacations are the best, right? Hardly any worries, hopefully no work, and some time with your family, close friends, or yourself. If you choose to travel during your time off, you may go to a resort on an island, a cruise, or head somewhere immersive such as Disney World. Basically, an experience that has been calculated and designed for a programmed sense of enjoyment. While there is a whole lot of fun (and no shame) in this, it is not quite the "leaving your town" that we are talking about here. We are talking about going somewhere new to you, that wasn't particularly designed to cater to you with its own unique culture and quirks. Meeting people who were tuned a little different than you helps you develop your perspective and even a deeper sense of self.

Experiencing a culture that is unlike your own, whether it's 300 or 3,000 miles away from your home base can be as uncomfortable as it can be uplifting. You experience new customs, colloquialisms or totally new languages. Different ideologies, acceptances, understandings are witnessed and hopefully to a degree, assimilated. If you have been a little timid to take a travel out of your comfort zone, let me offer this as a catalyst: pick a favorite thing of your own, and try to visit a place that has been recognized as a hub for that activity, food, art, trade or custom.

It's been a long year, and we still aren't quite able to travel as easily or as far as we may have liked with the cautionary restrictions that are in place. But let's not forget to explore some new places in the real world when we are presented with the opportunity in the near future. You know in this town that you're always welcome back, and that there's a friendly ear to hear your story. And I'm willing to bet that you'll glean some valuable habits to better your work, home or environment in addition to the souvenirs collected along the way. The further you stray from home, the deeper the differences. If your experience isn't enjoyable, your home becomes that much more precious. If you loved your time away, perhaps you can bring a piece of the experience that you enjoyed back with you - a recipe or a way to greet a friend. Communication and understanding are greatly improved after spending time with folks who don't speak the same way (or the language) that you do. Expand your borders, explore your world, enhance your community and always appreciate where you came from.



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PUBLIC NOTICES

VILLAGE OF ELICOTTVILLE, NEW YORK NOTICE OF PUBLIC HEARING:

*(Note: this meeting is being held as a teleconference.
No one will be in Village Hall for meeting.)*

PLEASE TAKE NOTICE that pursuant to NY Village Law §614-616 and following the Governor's Executive Orders in response to the Covid-19 pandemic, a virtual public hearing will be held before the Board of Trustees of the Village of Ellicottville on Tuesday, February 16, 2021 at 6:00 PM. The purpose of the hearing is to consider:

A request to abandon the Village-owned alley between Adams Street and Madison Street (north of Washington Street and south of Elizabeth Street), and ultimately transfer ownership of the same to private person(s).

This hearing will be held in a live electronic forum and available to the public. Accessibility is available via internet link:

<https://hello.freeconference.com/conf/call/5324670>
or by phone: 712-832-8330, access code: 532 4670

Written or electronic comments received by the Board by February 16th at 12:00PM will be presented to the Board Members in advance of the meeting. Written comments should be sent to Village of Ellicottville, PO Box 475, Ellicottville, NY 14731. Electronic comments should be sent to maryklahn699@gmail.com.

By order of the Board of Trustees of the Village of Ellicottville

OBITUARIES

Alvin Lee Ives • Oct. 3, 1958 - Jan. 30, 2021



Mr. Alvin L. Ives, 62, of Ellicottville, NY died unexpectedly at home. Alvin spent the majority of his years close to friends and family, living and working as a tradesman in Cattaraugus County.

He loved to be outdoors. A lifelong fisherman and hunter, Alvin truly enjoyed himself in nature. His vegetable gardens and generosity provided some of the best backyard produce, and he never missed a good barbecue. Most of all, Alvin was a proud father and grandfather. He will be greatly missed by his many friends and family.

Alvin was preceded in death by his parents H. Kenneth Ives and Anna Margaret Wulf Ives of West Valley. The youngest of six siblings, he is survived by brothers John (Sara) Ives, Kenneth Mark Ives, Daniel Ives; and sisters Barbara (Richard) Fuller and Susan (John) Mitchener.

He is also survived by his daughters Cortney Ives (Dan) and Shanon Ives (James), and his grandchildren, August and Stella. Uncle Alvin will be fondly remembered for his fun-loving nature by his numerous nieces and nephews. He was preceded in death by his brother Peter Ives and nephew Jacob Ives.

Due to pandemic conditions, the family will make decisions regarding a summer memorial at a later date.

Funeral arrangements under the direction of the O'Rourke & O'Rourke Inc. Funeral Home, 25 River Street, Salamanca, NY. E-condolences can be sent to orourke.orourkefh@gmail.com or posted to facebook.com/onofh.

Robert Charles Schwedt • Aug. 20, 1930 - Feb. 2, 2021



Robert Charles Schwedt, of Ellicottville, NY formerly of Buffalo, passed away peacefully on February 2, 2021. He was 83 years old. Beloved son of the late Herbert Charles and Mildred D., devoted brother of Sharon Ruth and dear uncle of Brett Charles.

Bobby was a Private First Class in the United States Army, an ardent sportsman, fisherman, skier and a career corporate real estate development consultant. To all those who knew him, Bob was genuinely one-of-a-kind.

A sincere thank you to the staff of the Radiation Medicine Center and Dr. Michelle M. Walter of the Palliative Center at Roswell Park, along with Hospice Buffalo for their generous and kind care.

Arrangements held at the convenience of the family by Mentley Funeral Home, Little Valley, NY. To share a memory or leave a condolence, please visit www.mentleyfuneralhome.com.

Shirley R. Ellis • Dec. 25, 1938 - Feb. 4, 2021

Shirley R. Ellis, 82, of East Otto, NY passed away Thursday, February 4, 2021 at Bertrand Chaffee Hospital in Springville. She was born on December 25, 1938 in Mansfield, NY, the daughter of the late James and Hilda (Erdmann) Musall.

Shirley attended Concordia College, earning her Bachelor's Degree in education and later earned her Master's Degree from SUNY Fredonia. She taught elementary in St. Clair Shores, MI before teaching in the Lockport area and settling in East Otto where she taught at Cattaraugus Central School until her retirement. On January 25, 1964, she married James Ellis, of East Otto, who survives.

Mrs. Ellis was a member of St. Paul's Lutheran Church in Ellicottville and its Ladies' Aid for many years. She played organ at the former St. Michael's Lutheran Church in Little Valley and St. Paul's Lutheran in Ellicottville where she also played in the hand bell choir and dulcimer group. Shirley was also a member of the East Otto School Preservation group and volunteered at the Allegany Rest Stop Visitor's Center after her retirement.

Besides her loving husband of 56 years, Shirley is survived by two sons: Mark (Angela) Ellis of Geneseo, and E. John (Mattie) Ellis of Franklinville. Also surviving is a brother: Richard Musall of Cattaraugus, and five grandchildren: Timothy, Jeffrey, Khloey, Caleb, and Noah, as well as several nieces and nephews. Besides her parents, Mrs. Ellis is predeceased by a son: Daniel Ellis, and a brother: Rev. David Musall.

Services were held Monday, February 8, 2021 from St. Paul's Lutheran Church in Ellicottville. Burial will be in St. Paul's Plato Cemetery. Memorials may be made to St. Paul's Lutheran Church. Arrangements under the direction of Mentley Funeral Home Inc., 411 Rock City Street, Little Valley.

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👤chriscove: Mountain Crew #landscapelover #landscapephotography #evlsnowedin #evlnow



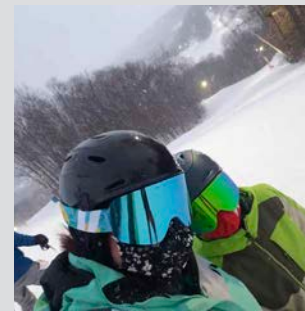
👤riseandshine_suzie: Find what makes you the HAPPIEST... & do that. #livelife #getoutside #evlnow



👤robert_kuechle: Snowshoeing across the road from @holimont #evlsnowedin #evlnow #wnyphotographer #getoutside #iloveny



👤team_pritchard: Perfect day to get outside! @holimont #evlnow



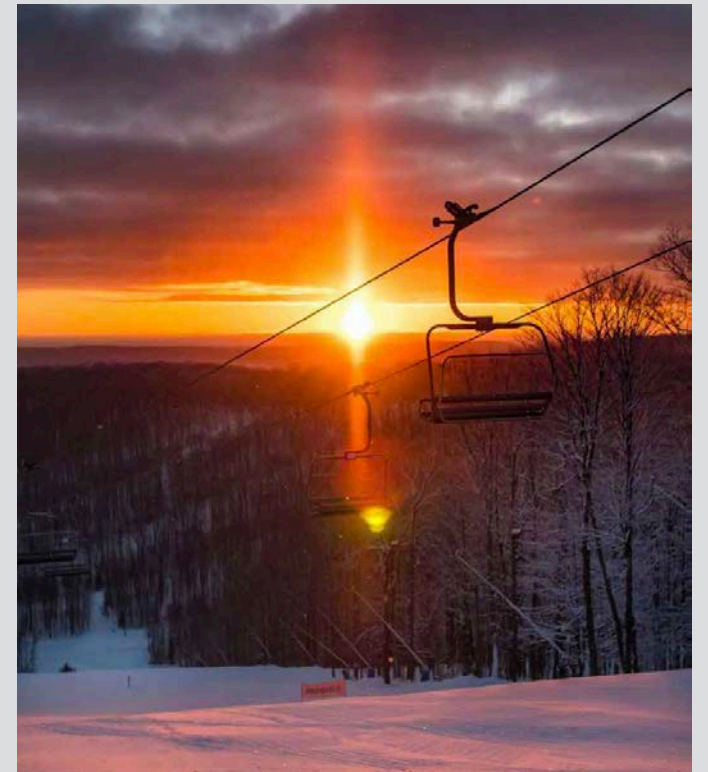
👤mrsski815: #holidayvalley #skimom #mykneeshurt #evlnow



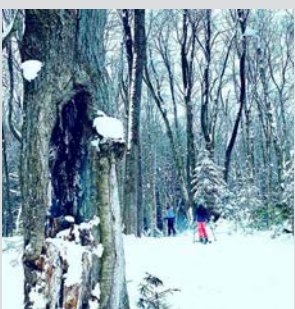
👤bonabobvw: #gobonnies #alumni #bonas #evlnow #ellicottvilleny



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👤baroness_abcinema: If you can't figure out your purpose, figure out your passion. #lovewhatyoudo #liveyourbestlife #iloveny #evlnow



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