



On The GO

Greater Olean Area
CHAMBER of
COMMERCE

March 2011 • Volume 18 • Issue 3

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March 19, 20, 26, 27

### Maple Weekend and Open House

Throughout WNY  
at Baldwin Hill  
Farms, Rushford,  
and Sprague's Maple  
Restaurant, Portville

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March 23

Business After Hours

American Red Cross
452 North Barry Street
Olean, 5-7 PM

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April 15 -17

### Greater Olean Area Home and Garden Show

William O. Smith  
Recreation Center  
551 East State, Olean

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April 27

Business After Hours

Troy Vincent - Edward
Jones Investments
3037 West State Street
Olean, 5-7 PM

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May 6

### Chick-Fil-A LEADERCast 2011

JCC Cutco  
Theater, Olean

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*MISSION -- GOACC is
a member driven business
organization that provides
benefits, programs, services,
and events to enhance
the area's quality of life
and economic climate.*

Chick-fil-A Leadercast

On May 6, 2011 experience a one-day leadership event that will inspire you to be the one to make a difference. This event is designed to maximize the effectiveness and impact of your leadership skills. The Olean Campus of Jamestown Community College and Greater Olean Area Chamber of Commerce will be hosting the event this year at : JCC- Cutco Theatre, 260 North Union Street in Olean.

Tickets for this all-day event are \$60 and include all conference materials, coffee and tea at registration and a buffet lunch during the lunch break. Registration for the 5 1/2 hour leadership development event is at 8 AM, with conference running from 9 AM to 4 PM.

The conference takes place in four sessions, with 2-3 speakers in each:



LEADERCAST

VOICES OF CHANGE 05.06.2011

Seth Godin, World renowned blogger and marketing expert, best-selling author of "Linchpin"

Robin Roberts, Anchor of ABC's Emmy-Award Show, "Good Morning America"

John Maxwell, Leadership Expert & Best Selling Author of The 21 Irrefutable Laws of Leadership

Dave Ramsey, Best-selling Author and nationally -syndicated radio personality, helping millions of people get out of debt

Suzy Welch, Best-selling Author, television commentator, and noted business journalist

Mack Brown, head Coach of the Texas Longhorns, 2009 Big 12 Coach of the Year, National Championship winner

Dan Cathy, President & COO of Chick-fil-A, INC.

Muhtar Kent, Chairman of the Board and CEO, The Coca-Cola Company

Sir Ken Robinson, Best-selling Author & Leader in the development of creativity, innovation, & human resources

Erin Grumwell, Founder & President of Freedom Writers Foundation, object of the Paramount Pictures Film, Freedom Writers

Frans Johansson, best-selling Author of The Medici Effect

For more information or to confirm reservations, please call GOACC at 716-372-4433 or email betty@oleanny.com.

MEMBER UPDATES

A FREE member benefit to announce awards, personnel changes, merchandise changes, etc. Only details sent directly to the Chamber office will be included.

♦**OLEAN FOOD PANTRY** -- Ben and Rose Schwabenbauer have stepped down from their leadership positions at the Olean Food Pantry. Thanks to their many years of service and best wishes.

♦**IROQUOIS GROUP** -- Laurie Branch, president of Iroquois Group, was honored by the National Federation for Just Communities with a 2011 Community Leader award.

♦**NEW STAFF MEMBER AT COLONIAL RADIO GROUP** -- Shari Orzell has joined Colonial Radio Group as Operations Manager/Project Manager. In this position, Shari will be responsible for the on-air sound of their seven FM channels and will also work to market and promote various brands to both listeners and advertisers. Additionally, Shari will oversee selected projects related to the growth of the company.

Shari brings to Colonial Radio Group an extensive resume in radio and television including time at Clear Channel Radio-Binghamton, NY; WBNG-TV in Binghamton, NY; KSLX-FM/KAZG-AM in Scottsdale, AZ; KNXV-TV in Phoenix, AZ; KPNX-TV in Phoenix, AZ; and other stations. Shari holds a BA degree in Marketing/Communications from Arizona State University and is a graduate of the Academy of Radio & Television Broadcasting.

♦**NEW LOCATION/NEW NAME** -- The Warming House's new location at 164 North Union Street in downtown Olean will be called the Francis House. While it will primarily serve as the location of the Warming House, the facility will be used for other community outreach activities once the Warming House is resettled.

♦**MERCY FLIGHT TO REPLACE OLEAN BASED HELICOPTER** -- Mercy Flight Western New York (www.mercyflight.org) has purchased a BK 117 helicopter to replace the BO 105 model it is currently operating from its Olean General Hospital base of operations. Olean based pilots are currently receiving ground and flight training in preparation for delivery of the aircraft. The organization's existing BK 117 is being utilized for the pilot training as this aircraft is almost identical to the one that will be delivered to Olean.

"The Buffalo based BK 117 has been utilized at Mercy Flight for approximately five years and has been a very valuable asset," states Mercy Flight President Douglas H. Baker. "As compared to the current BO 105 model, while both are twin engine aircraft, the BK 117 will deliver greater speed, further range, increased interior space, improved patient access and aviation technology that will clearly enhance our mission capabilities."

"Mercy Flight Western New York will celebrate its 30th Anniversary this fall," Baker added. "We are extremely excited about upgrading our capabilities and ability to serve the communities of the Southern Tier and Northwest Pennsylvania that have supported us so passionately over the last 30 years."

Mercy Flight Western New York is an independent, not-for-profit provider of emergency air medical transport throughout Western New York and Northwestern Pennsylvania. Established in 1981, Mercy Flight has flown nearly 19,000 patient missions over the last 29 years. The program operates from 3 bases in Buffalo, Batavia and Olean, New York and is ready to respond 24 hours a day, 7 days a week. Mercy Flight Western New York headquarters are located at Flying Tigers – Buffalo Airport, 100 Amherst Villa Road, Buffalo, New York, 14225- 1432. For additional information on Mercy Flight, please visit www.mercyflight.org.

Team GOACC

Meme Krahe Yanetsko
Chief Operating Officer
meme@oleanny.com

Michelle Joyce
Staff Accountant
michelle@oleanny.com

Betty Burrows
Program Associate
betty@oleanny.com

Pam Caldwell
Bookkeeper
pam@oleanny.com

Brenda Kasperski
Health Insurance Admin.
brenda@oleanny.com

Nancy Morgan
Member Services
Coordinator
nancy@oleanny.com

Lynette Semsel
Administrative Assistant
lynette@oleanny.com



Visit Chamber's Web Sites
www.oleanny.com
www.oleaninfo.com
Visit EZ's Web Site
www.cattempirezone.org

Find Us on FACEBOOK





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Vic Vena Pharmacy

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~~~~~

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Olean General Hospital

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Legislature

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Cooper Power Systems

James Stitt, Jr.  
CUTCO Corporation

Linda Witte,  
Mayor, City of Olean

## Getting Fit At Home

Exercise doesn't have to happen in a fitness center or club. You can pick to exercise in the comfort, convenience, and privacy of your own home or neighborhood. The key is to do something! Doing anything is better than nothing!

### Locating the Time for Exercise

- ♦ Find the time - for one week write down where you spend your time, you must be able to find points that could be changed to free a bit of time everyday.
- ♦ Start by increasing your daily activity - walk to the post office or store, take the baby or the dog for a walk, take a walk up and down the stairs for that coffee break, walk on your lunch break, if you sit most of the day get out of your chair every 20 minutes and move around the office, garden.
- ♦ Schedule an appointment to exercise - people who workout in the morning are often more likely to stick to their programs because work and family obligations are less likely to interfere, schedule a time that works best for you and stick to it!
- ♦ Exercise while waiting - for the children to complete their piano lesson, soccer practice etc.
- ♦ Consider purchasing home exercise equipment - prior to deciding to invest be certain you will use it. Durable equipment is not inexpensive!
- ♦ Be sure to take turns giving your meaningful other or friend a break to workout - by watching the children or sitting with a member of your family that can't be left alone.
- ♦ Make exercise a high priority - when getting in shape is your goal you have to make exercise a priority to reach that goal.

## Technology Brings People Through the Doors

Ramon Ray, *Technology Evangelist, Smallbiztechnology.com*

Customers are increasingly using technology to help them search for local products and services, including tutors, accountants, plumbers, restaurants, and local entertainment. To acquire and keep local customers, small businesses need to leverage the web, social media, and mobile technology. Here are a few tips:

- ♦ **Partner online services** to offer deals to customers. Use these technologies properly so that a great deal doesn't turn into a money-losing horror for you.
- ♦ **Create a mobile website.** More and more, customers are using their mobile devices for both business and entertainment purposes, such as locating local restaurants and hotels. Make sure that your website displays well on mobile devices.
- ♦ **List your business on major local search engines.** When someone types "flower shop" and enters his or her ZIP code or city, does your flower shop appear within the top results? Improve your search results organically by including on your website lots of content and links for search engines to index. You can also purchase keywords to ensure that your website is listed when those keywords are typed in.
- ♦ **Leverage social media.** Users of Foursquare check in to an establishment to earn points. Twitter is an emerging venue for paid local and keyword advertising. Facebook has developed a solution that enables local businesses to engage with local customers who check in.
- ♦ Once you've interacted with customers, **ask for their contact information.** Get their e-mail addresses and cell phone numbers to send them targeted advertising and a regular e-newsletter. Do this only with permission.
- ♦ **Provide great customer service.** It's the non-tech things that matter most. Treat each customer with a smile!

When it comes to local search, marketing, and advertising, start slow, test, and experiment. After a short time, you'll be able to determine what works best for your business and gives you the highest ROI.

## Olean Public Library Public Computing Center

The Olean Public Library was awarded a grant of \$244,517 to provide free public access computing services to the general public with a focus on services for vulnerable populations (unemployed, underemployed, seniors, and disabled).

The Library also offers free classes to help job seekers master the necessary computer and technology skills needed in today's job market. Some of the classes include: computer basics; Microsoft Word; Microsoft Excel; Facebook® for beginners; and email basics. One-on-one computer tutoring will be available for those learning more specific skills.

The Library purchased the following equipment through the grant: 15 notebook computers and storage cart; ceiling mounted digital projector in the Gallery; portable projector for use in the conference room; digital white board; and 4 desktop computers for tutoring and handicapped access. For more information or to make an appointment, visit the Information Desk or call (716) 372-0200.

## Booming Fourth!

The Olean Professional Firefighters Association has been coordinating the Fourth of July fireworks for many years. This year, their hot dog sales to raise funds for the fireworks has a different date. Memorial Day Friday has always been the day for hotdog sales -- so mark down Friday, May 27 for lunch with the firefighters! New date of Friday, July 1st is the second day to mark down for lunch with the firefighters. Each year, the firefighters need to raise funds to put on the spectacular event. Please plan now for possibly dress down days or other events to help with this great event!

## ZONTA SCHOLARSHIP

The Olean Zonta Club is proud to offer area women a Continuing Education Scholarship, a financial assistance award for women (age 25+) seeking a degree in preparation for a professional career. One scholarship in the amount of \$1,000 will be awarded. The scholarship may be used at any university, college or



### LOOK WHO'S JOINED US!

PLEASE WELCOME  
THESE NEW CHAMBER  
MEMBERS

♦ **D&J LAWN SERVICE &  
SNOWPLOWING**  
3235 State Park Ave.  
Salamanca, NY  
716/945-2572

*Referred by  
Asme Trucking*

♦ **AFRICAN AMERICAN  
CENTER FOR CULTURAL  
DIVERSITY**

*Non-Profit*  
402 West Green  
Olean, NY  
716/372-3577

♦ **OLEAN THEATER  
WORKSHOP**

*Club/Organization*  
702 Washington St  
Olean, NY  
716/373-7469

♦ **TODD J. SCOTT**

*Oil & Gas Services*  
918 Griffin Street  
Olean, NY  
716/499-1188

♦ **ASK NICK HOME**

*INSPECTION SERVICES*  
116 South 4th Street  
Olean, NY  
716/307-4520

♦ **RON'S SMOKE SHOP**

*Convenience/Gas Store*  
5001 West State Rd.  
Allegany, NY  
716/372-4066

*Please remember to call  
GOACC members when  
you need a product or  
service. It's GOOD  
Business to do Business  
with Chamber members!!*

institute offering accredited courses and degrees. Please note the deadline for submission is April 1, 2011.

Zonta International is a global organization of executives and professionals working together to advance the status of women worldwide through service and advocacy. Zonta was established in 1919 in Buffalo, New York, USA and has nearly 33,000 members belonging to more than 1,200 clubs in 67 countries and geographic areas. Olean Zonta has a very active membership, engages in more than 15 service projects each year, and donates over \$7,000.00 to area organizations serving women. Please contact Peggy Naughton, CTFA at 716-376-7245 or [peggy.naughton@communitybankna.com](mailto:peggy.naughton@communitybankna.com) for an application.

## Chamber Member Directory

Thanks to the Chamber members who have returned their directory information updates and have placed an advertisement in this directory. Just a reminder to those who have not responded, please send in your information updates by the end of March. This information is listed in both printed and online directories. Please contact Nancy at 372-4433 or by email at [nancy@oleanny.com](mailto:nancy@oleanny.com) for more details.

## Purple Day For Epilepsy

Purple Day takes place March 26 annually in countries around the world to help promote awareness of epilepsy. Epilepsy affects over 50 million people worldwide or approximately 1 in 100 people. Check out Join the Campaign website at [www.epilepsywny.org](http://www.epilepsywny.org) to learn how you can get involved or apply to become an Ambassador of Purple. Then, deck yourself out in purple and start educating your friends, family and even local politicians about epilepsy and seizures.

*On The Go is a published  
newsletter of Greater Olean  
Area Chamber of Commerce  
120 North Union Street  
Olean, New York 14760  
(716) 372-4433 • Fax 372-7912*

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# CATTARAUGUS REGION COMMUNITY FOUNDATION

## Deadline for Community Foundation Scholarships

The Cattaraugus Region Community Foundation is home to ten active donor-named scholarship funds. The deadline for these scholarship applications is fast approaching – applications are due April 1 for students entering college in fall 2011.

Last year 20 members of the Class of 2010 won \$84,750 in Community Foundation scholarships, according to Karen Niemic Buchheit, Executive Director. CRCF is able to offer area students financial assistance to further their education thanks to the tremendous generosity of donors who have established named scholarship funds, said Ms. Buchheit.

**Burt Scholarship** – Established by the First Presbyterian Church of Olean in memory of Dr. Rudy Burt, this scholarship is available to students graduating from Olean, Allegany-Limestone, Hinsdale and Portville. This \$1,000 award is given based solely upon a student's financial need.

**Hinsdale Alumni Association Memorial Scholarship** – This \$1,000 scholarship is available to graduating seniors at Hinsdale. Applicants should have an average of at least 80 percent, demonstrate qualities of good citizenship and good character, and have definite educational goals.

**Mohammed & Sakeena Iqbal Health Care Award** – Established by Drs. Ahmad and Naheed Hilal in memory of their parents, this \$500 scholarship is available to seniors from Allegany-Limestone, ranked in the top 25 percent of the class, entering a discipline related to the medical field.

**Kothari Family Fund Healthcare Scholarship** – Established by Drs. Ashok and Yogini Kothari, this \$500 scholarship is available to an Allegany-Limestone senior. This award is based on financial need and SAT scores.

**Pat McGee Nursing Scholarship** – This fund is named in memory of the former New York State Senator. Two awards are given each year to both traditional and non-traditional students in the 57th State Senate district pursuing nursing degrees. Students

must maintain at least a C average.

**John J. Murphy Family Scholarship** – This scholarship is named in honor of John J. Murphy, Olean native and former president of Dresser-Rand. This \$10,000 scholarship, with \$2,500 awarded per year for up to four years, is available to students in the Twin Tiers region. It is also available to students outside the region whose family members are employed by or have retired from Dresser Rand in Olean.

**Olean Business Institute/McCarthy Scholarship** – Given through the Catherine M. Cridler Trust, this scholarship is available to any New York or Pennsylvania student who currently attends or plans to attend OBI and pursue a degree in business.

**Otto/Otto-Eldred Alumni Scholarship** – This \$500 scholarship is available to seniors graduating from Otto-Eldred High School. Students must have a GPA of at least 2.75 and be accepted to an accredited 2-year school.

**Mark J. Prockton Memorial Scholarship** – Graduating seniors of Hamburg High School who have lettered in track and have the highest GPA are eligible for this \$500 scholarship established in memory of Mark J. Prockton by his brothers.

**Jonathan Teuscher Scholarship** – Established by Steven and Donna Teuscher in memory of their son, Jonathan, this scholarship is awarded to a graduate who has faced challenges while maintaining a positive attitude. An award is given for each year of continued education.

**JoAnn Wehmeyer English Scholarship** – Established by former students in memory of Mrs. Wehmeyer, who taught English at Olean High School for 42 years, this award is available to an Olean High School senior who excels in writing and has the ability to make a difference.

Applications are available online at the Community Foundation's website at [www.cattfoundation.org](http://www.cattfoundation.org), at the Community Foundation's office and through area high school guidance offices.

### CRCF board

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### staff

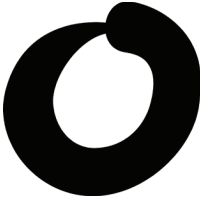
Executive Director  
Karen Niemic Buchheit  
[karen@oleanny.com](mailto:karen@oleanny.com)  
Assistant

Executive Director  
Ryan Michelle Wilcox  
[ryan@oleanny.com](mailto:ryan@oleanny.com)  
Staff Accountant  
Michelle Joyce  
[michelle@oleanny.com](mailto:michelle@oleanny.com)

### WWW

Visit CRCF's Web Site  
[www.cattfoundation.org](http://www.cattfoundation.org)

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 Permit No. 137



or current resident

**STORM THE MALL** ~ The American Red Cross is conducting their 4th Annual "Storm the Mall Family Emergency Preparedness Event and Blood Drive" at the Olean Center Mall on Saturday, March 26th from 10 AM - 3 PM. Red Cross offices, along with several other agencies will be on hand to offer emergency preparedness information, provide fun activities, and much more! Becoming "Red Cross Ready" involves learning how to make a plan, get a kit, and being informed.

**March 19**

**Music is Romance**

University of Pittsburgh  
 Bradford, PA + 7:30 PM

Southern Tier Symphony concert  
 Erin Keefe, violin soloist

**March 20**

**Music is Romance**

Olean High School auditorium  
 Olean, NY + 3 PM

Southern Tier Symphony concert

Tickets are \$20.00 with Students Free.  
 More Info, please call 372-5001.



**Canticle Farm Barn Sale**

Tuesday, March 22 + 2-6 PM

South Nine Mile  
 Allegany, NY



Their produce will be available at the Canticle Farm Vegetable Sales scheduled for every other Tuesday. Future sale dates are as follows: March 8th, March 22nd, April 5th, April 19th, and May 3rd.



For more information, please call  
 373-0200, ext. 3358