



Yes, Virginia, There Will Be A Santa Claus Lane Parade

Here comes Santa Claus! Here comes Santa Claus! Right down Santa Claus Lane! Santa Claus Lane is six weeks of "celebration and song," throughout the community. The greater Olean area is a well-diversified community and as such, people from all walks of life and religion attend the parade to celebrate the gifts and graces of the holiday seasons. It is truly a night when the community comes together.

PARADE -- The Santa Claus Lane Parade is always the highlight of the holiday season, attracting more than 10,000 people each year. The parade will be held on the Friday, November 25, in downtown Olean, beginning at 7 PM. 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. The parade will also be televised on Colonial Radio Group WONS Olean, Time Warner Cable 15.

NEWHOLIDAYLIGHTS -- The Santa Claus Lane committee have continued to expand lighting throughout Olean: five cone-shaped five foot trees were created by Cattaraugus-Allegany BOCES and Mazza Mechanical Services.

GOACC is also encouraging organizations to participate in these other Thanksgiving week events: Thursday, November 24 -- Twin Tiers Striders Turkey Trot; and Saturday, November 26 -- Portville Holiday Celebration 6 PM and Allegany Holiday Celebration 6:30 PM. For more information regarding Santa Claus Lane or other Greater Olean Area events and activities, please call 716/372-4433 or email santa@oleanny.com.

SPORT SHOW

GOACC has announced that the 3rd annual Greater Olean Area Outdoor & Rec Sports Show will be held in January at the Daniel Carter Events Center, 2383 West Five Mile Road Extension in Allegany. The show dates and times are Saturday, January 28, 10 AM to 5 PM, and Sunday, January 29, 10 AM to 4 PM.

NEW TO THE SHOW -- **ROGER RAGLIN** will appear both days of the show. Roger, who started his film career in 1984, has produced nearly 70 full-length hunting videos and DVD's. Roger has traveled all over the world taking various record book animals including several world records, but he is known primarily for his skills in the field of whitetail deer. Nicknamed, "America's Favorite Whitetail Deer Hunter," Roger's accomplishments are simply staggering. His trophies include 174 bucks.

The event also plans on having an instructor on-site from Babes with Bullets and camping/cooking techniques and demos by an outdoor editor from Pittsburgh. Booth space is now available. The show is offering outdoor retailers, associations & outfitters the best opportunity to sell merchandise, secure leads, book trips and interact with the outdoor community. Use this show to establish relationships with current and new customers.

The show wants to bring the passion for the outdoors—indoors—by bringing outdoor sports enthusiasts of all ages to view the latest and best in gear, shop, plan and book hunting and fishing trips. For more info on the show, please call GOACC at (716) 372-4433 or email events@oleanny.com.

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**November 16  
Health Insurance  
Open Enrollment  
Meeting**

Knights of Columbus,  
129 Hamilton Street,  
Olean, 9:30-11AM  
OR 4-5:30 PM

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**November 16
Business After Hours**

On The Side Liquor
& West End Beverage
Redemption
2828 West State Street,
Olean, 5 - 7 PM

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**November 25  
Santa Claus  
Lane Parade**

North Union Street  
Downtown  
Olean, 7 PM

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**November 26
Portville's Community
Holiday Celebration**

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**November 26  
Allegany's Community  
Holiday Celebration**

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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.

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.

♦ **ACCEPTING NEW PATIENTS** -- Thayaparan Mathanakaran M.D. AKA Dr. Matt has opened his office, Olean Primary Medical Care, PLLC, and is now accepting new patients. OPMC is located at 2626 West State Street, Suite 202 in Olean and offers primary care services for ages 15 years and above including: health/school physicals, health maintenance exams, cardiovascular disorders, rheumatological diseases, pap smears, and more.

The office uses a state of the art technology including the use of EHR (electronic health records), web access for patients into patient portal for appointment scheduling, access to patient's health records (HIPPA compliant), inpatient care at the hospital when needed, and evening/weekend hours. The office phone number is 716-806-1137, the website is oleanprimarymedicalcare.com, fax number is 379-8472 and email is opmcpllc@yahoo.com.

♦ **40 UNDER FORTY** -- GOACC members, **Edward Bysiek III of Edward Bysiek CPA** and **Pamela Witter of Houghton College**, were recognized as rising leaders in Western New York as the 2011 Business First 40 Under Forty class. This year's group of individuals made it their mission to contribute in extraordinary ways to their communities and the quality of life. Congrats Ed and Pam!

♦ **NEW MEMBER BENEFIT** -- Mix 101.5 FM and WOEN News/Talk 1360-AM is offering a special limited time offer for new GOACC members. They can purchase a total of twenty-five 30 sec. commercial units per month for three months and get 100 ads for FREE. The cost to the member is \$600 (billed at \$200 per month) with a value of promotion of \$1400. Please contact the station at 375-1015 for more details.

♦ **NEW PHONE NUMBER** -- **Revisionary Media**, which offers web and graphic design services, has a new phone number -- 585-376-0158.

♦ **OPEN FOR BUSINESS** -- Greg and Donna Buckley along with Mike and Val (Buckley) Kane have made a joint decision to carry-on their family business, **Olean Creative Mailing Services**. With the loss of their father, Bob, they are adjusting to this void that was left. Bob always appreciated his customers, acquaintances and fellow community members. While there can never be a replacement for Bob (and his smile and charm!), they are committed to putting forth their best effort to continue in his footsteps by providing the services and personal attention you have come to expect from Olean Creative Mailing Services.

♦ **PROMOTION AT SEGEL & SON** -- The Board of Directors of **Segel & Son, Inc.** announced the appointment of Eric C. Hern as President and Chief Executive Officer. Mr. Hern has been the company's controller for the past 14 months and has made numerous improvements to the company's operations during that time. Mr. David W. Segel will take on a new role with the organization and will focus his future efforts on a variety of special projects for the benefit of the Company's many customers.

Mr. Hern has over 20 years extensive background in running business units for a variety of manufacturing, retail and finance companies. Mr. Hern holds a BA from Allegheny College and both an MBA and MPA from Gannon University. He currently lives in Lakewood with his wife Jennifer and his three children.

Segel & Son, Inc. is the oldest and largest locally owned scrap metal recycling and new steel sales company in the region for both residential and corporate customers with facilities in Warren, PA and Olean, NY and serves over 15 counties in
2 southwestern New York and northwestern Pennsylvania.

Team GOACC

Meme Krahe Yanetsko
Chief Operating Officer
meme@oleanny.com

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Staff Accountant
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Betty Burrows
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gary@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





2011 GOACC Board of Directors

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Cooper Power Systems

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Linda Witte,

Mayor, City of Olean

## List Your Events with GOACC

GOACC has three ways to get your event information out to the community: printed newsletter; chamber website [www.oleanny.com](http://www.oleanny.com); and our bimonthly cybernews. GOACC will consider for inclusion only those public events which are of interest or benefit to the GOACC members and their employees. GOACC reserves the right to make all decisions related to the content of the calendar, including what events are listed; level of detail presented; formatting; and other matters.

To have an event listing placed:

1. The item in question must be a singular event or registration.
2. For events such as ongoing programs, the registration deadline will be posted, but we are unable to post each individual occurrence of the event (ex: softball league, CPR classes, class schedules, swimming lessons, etc.).
3. It cannot be a discount, sale, or sales promotion that is being advertised or an ongoing fundraising/membership drive.
4. Event listing are limited to activities that happen within the GOACC membership area.
5. Events will be posted on the website at the earliest convenience of the staff. GOACC reserves the right to edit / refuse items that are submitted for posting.
6. Events may not be listed in all three promotional vehicles -- it is dependent on each individual event, date information was received at GOACC, if you or your organization is a GOACC member, etc.
7. Unless specified, events will be listed on the website only.

To list an event, please fill out the following information and email to [info@oleanny.com](mailto:info@oleanny.com): event date, location, time, cost to participate, brief description, host organization, contact name, number and email.

## Getting Started With Facebook

*Grady Burnett, Vice President, Global Marketing Solutions, Facebook*

When looking for a new restaurant or something fun to do with my family on weekends, the first thing I do is ask my friends. Small business owners know that word-of-mouth endorsements passed from friend to friend are invaluable. On Facebook, you can achieve word-of-mouth marketing at scale. With more than 500 million people using Facebook every month, there are countless opportunities for your business to be part of the conversation. Here are a few steps to help you begin:

♦**Create a page.** Creating a page for your business is the first step to having a presence on Facebook. After you have 25 fans, you can choose a URL for your page. Make sure it's something that describes your business well (e.g., [facebook.com/brandname](http://facebook.com/brandname)). You should also upload a photo and add information describing your business. Think of the things that best represent your business and make sure this comes through.

♦**Start and encourage the conversation.** Connect with your audience by sharing your voice, providing meaningful information, asking questions, and participating in the conversation. Your page is a channel for instant and constant feedback from your customers. Interact, listen, and just be yourself.

♦**Promote your page.** Encourage people who visit your store to "like" your page by putting your URL on marketing materials and using Facebook ads.

♦**Try different things and don't be afraid to make mistakes.** The best way to understand what people want from your page is to experiment and receive feedback.

By being authentic, listening, and interacting with your Facebook fans in a personal and meaningful way, you're on your way to creating long-lasting relationships with current and potential customers.

## 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.

♦ **A NEW NAME IN BUSINESS TRAVEL** -- The Hertz Business Program is now Hertz Business Rewards. As a GOACC member, you and your employees will be offered special low rates, complimentary membership in Hertz #1 Club Gold and much more.

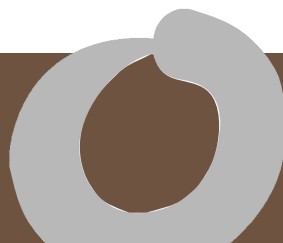
GOACC members need to use the Hertz discount code (CDP) number -- 1918688. Hertz is located locally at Mallery's Auto Body, 2450 Constitution Avenue in Olean. Enjoy your business travel with Hertz; we're glad to have you with us!

♦ **COME CELEBRATE A VICTORIAN CHRISTMAS** -- Come celebrate the official opening of the Bartlett House for the holidays on Friday, November 25 from 6 - 9 PM. Come before or after the parade. Refreshments will be provided. Donations accepted. The Bartlett House is located at 302 Laurens Street in Olean.

♦ **DECEMBER 1 --- EARLY BIRD SPECIAL**, Olean Therapeutic Massage and Smooth Facials and Waxing, 186 North Union Street, Olean, 3 - 6 PM. Come and visit and save during our Open House. Buy one get one half price gift certificates. For more information, please call 372-1444.

♦ **WNY Realtors** - Find It! Tour It! Own It! Go online to 2FindYourHome.com, the most comprehensive real estate website in Western New York. 2FindYourHome.com is your one stop shop for all the tools you need in finding a Realtor and in searching for properties to the most complete listings of open houses and more.

♦ **OPERATION REINDEER** - The Mental Health Association of Cattaraugus County will be accepting gift items to be distributed to the local behavioral health unit and to their clients during 4 holiday gatherings. Some gift



### LOOK WHO'S JOINED US!

PLEASE WELCOME THESE NEW CHAMBER MEMBERS

♦ **PRESCOTT WRESTLING CENTER LLC**  
*American Wrestling*  
640 Main Street  
Limestone, NY  
801-2242

♦ **SEYBERT AUTO SALES**  
*Auto Sales/Used*  
1093 Olean-Portville Rd.  
Olean, NY  
933-6368

♦ **SOZOCORP CORPORATE WELLNESS**  
*Corporate Wellness & Fitness*  
4115 S. Nine Mile Road, #112  
Allegany, NY  
380-7462

♦ **DJC TRUCKING**  
*Trucking*  
8228 Reed Hill Road  
Cattaraugus, NY  
257-5661

♦ **PETE'S PAINTING & TREE SERVICE**  
*Painting/Tree Serv*  
402 2nd Avenue  
Olean, NY  
585-403-1149

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

suggestions include something to wear - gloves, hats, socks; something to do - CDs, board games, playing cards, books, puzzle books; and something to use - movie passes, blanket throws, toiletries, cosmetics, jewelry.

Collection deadline is Friday, December 2. For more information, please contact Tammy Querns at 372-0208 ext. 106 or by email tquerns@mhacatt.org.

♦ **JORDAN PHOTOGRAPHY & CONSULTING** - Jordan Photography, which has been in business for two years, is a commercial and portrait photographer, a photography and photoshop instructor, business consultant and more.

The company has done catalog photography, corporate headshots and weddings. GOACC members will receive 10% discount on services. For more information, please contact Jordan Photography at 307-4753, by fax 951-848-9763 or email jordanphotog@gmail.com.

♦ **ENCHANTED MOUNTAIN QUILTING, INC.** -- Enchanted Mountain Quilting (EMQ) is a full service quilt shop offering fabric, classes, supplies, programs, cookies, specialty clubs and handmade gift items. EMQ business hours are Tuesday - Friday 10 AM - 5 PM and Saturday 10 AM - 4 PM.

Open since February 2009, EMQ's goal is to be a gathering place for women. EMQ is located at 324 West State Street, Olean, NY. Phone is 372-2327, email is emq1@verizon.net and web www.enchantedmountainquilting.com.

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120 North Union Street  
Olean, New York 14760  
(716) 372-4433 • Fax 372-7912

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# CATTARAUGUS REGION COMMUNITY FOUNDATION

## Southern Tier Military Support Group Fund helping local troops serving overseas

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Ward "Skip" Wilday

### staff

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Assistant  
Executive Director  
Ryan Michelle Wilcox  
ryanmichelle@cattfoundation.org  
Staff Accountant  
Michelle Joyce  
michelle@oleanny.com



Visit CRCF's Web Site  
www.cattfoundation.org

Find Us on FACEBOOK

Members of the U.S. military who have roots in the Southern Tier area have benefited from grants totaling more than \$6,000 awarded from the Southern Tier Military Family Support Group Fund at the Cattaraugus Region Community Foundation.

"While many of our local men and women in uniform are stationed overseas, it's encouraging to know that so many people in their hometowns still think of them and support them," said Karen Niemic Buchheit, Executive Director of the Community Foundation.

"This fund aids the efforts of the Southern Tier Military Support Group, a collection of military family members and friends dedicated to helping our troops and their families," Mrs. Buchheit explained.

"Donations are received throughout the year by individuals, local businesses for their dress down days, Franklinville Ladies Auxiliary, annual events such as Paul Eade's Body Building, and the Rally in the Valley," said support group member Pam Caldwell.

"We could not continue our mailings and donations to military service men and women without the support given to us from our community," she added.

The members of the Southern Tier Military Support Group serve as fund advisors and recommend grants for approval by the CRCF board.

One of largest grants from the Southern Tier Military Support Group Fund recently approved by the CRCF board of directors was for \$4,200 to cover the cost of care packages mailed to troops stationed overseas.

"The support group regularly puts together care packages that include snacks, toiletries, magazines and letters of encouragement for our troops stationed overseas," Ms.

Buchheit added. "These care packages mean a lot to their recipients, especially during the holidays."

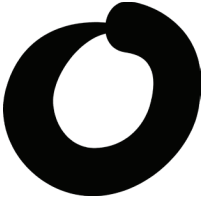
Other recent grants included:  
•\$250 to Hope for the Warriors in memory of Sgt. Mark A. Bradley  
•\$250 to American Legion Post 928, Wounded Warriors Fund, in memory Sgt. James Thomas Hackemer



*Southern Tier Military Support Group volunteers regularly put together care packages for troops serving overseas. From left: Emily Harris, Paul Eade, Ellen Joliet, Darla Freaney, Vicki Irizarry, Pam Caldwell, Alana Mason and Mary Quinn.*

•\$250 to the Wayland-Cohocton Central School for track and girls' soccer programs in memory of Sgt. Devin A. Snyder  
•\$250 to the Fisher House Foundation in memory of Staff Sgt. Kenneth Van Giesen.  
•\$500 for moving assistance to a disabled soldier  
•\$300 for a scholarship for security guard training for a U.S. Marine Corps veteran  
•\$250 for the Portville-McGreevy Memorial toward a granite bench to be set in Pioneer Park in honor of those who have served and sacrificed in the post 9/11 war on terror, including Navy Lt. Michael M. McGreevy Jr.  
•\$100 for the school supply program for children with military parents overseas

Donations to the Southern Tier Military Support Group Fund can be made care of the Community Foundation at 120 North Union St., Olean, or online at [www.cattfoundation.org](http://www.cattfoundation.org).



Greater Olean Area  
CHAMBER of COMMERCE  
120 North Union Street  
Olean, NY 14760

PRESRT STD  
U.S. Postage  
PAID  
Olean, NY  
Permit No. 137



or current resident

**Community Holiday Celebrations** ~ Allegany and Portville will celebrate the holidays on Saturday, November 26. Portville's will kick off at 6 PM and will light up the village of Portville and Pioneer Park. Allegany's will begin at 6:30 PM and Santa will turn the lights on in Allegany.

### **Chamber Six-Week**

#### **Seminar Series**

DECEMBER 6 • Noon  
**STRENGTHENING YOUR  
PEOPLE SKILLS**  
GOACC Office

If you've thought that people skills could not be much of an issue in determining your own success on the job, think again. Gain essential skills for understanding, relating to, and working better with all types of people. PRESENTER -- Heather Schultz, Everywoman Opportunity Center

Please call 372-4433 for more details.

### *GOACC Member to Member Coupons*

#### **Abbott Welding Supply**

509 North First Street  
Olean, NY

## **25% OFF**

One 20# propane fill, one  
small helium cylinder or one  
pair of safety glasses or gloves.

Expires 6/30/12

More Member to Member  
Coupons can be found in the  
GOACC Member Directory.