



## Leadership Cattaraugus recruiting

Leadership Cattaraugus is recruiting for the class of 2017 and it's likely that Cattaraugus County agencies and businesses will be hearing from us in the coming months. We recognize that agencies/businesses are bombarded with advertisements for leadership training. We also recognize that it can be overwhelming to sift through information in the hopes of finding resources that best meet your staff development needs while maintaining your bottom line. Which do you choose? Why choose Leadership Cattaraugus over any other program? If you are considering sending a staff person to leadership training in 2017, or you are considering attending training yourself, Leadership Cattaraugus could be the right program for you. Here's why:

**Local Program, Proven Results** - Leadership Cattaraugus was formed 12 year ago when local businesses identified the need to build local leaders. Leadership Cattaraugus has been building local leaders since 2004. There are currently 240 program alumni.

**Local knowledge** - Our mission is to "Grow a network of informed active  
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## Walter Reisner receives prestigious L.O.U.I.E. Award.

Looking back on his career, Walter Reisner has accomplished much for the community.

Through his vision, Reisner built up a company often credited with saving the lives of area residents when minutes mattered most. He's also been a leader in the local medical community, having worked tirelessly to make sure the best equipment and practices are available to first responders at a moment's need. In addition, Reisner has continued a legacy of giving started by his parents, the late Dr. Lewis C. and Doris Reisner.

The Greater Olean Area Chamber of Commerce is pleased to give Reisner the highest recognition it can for his dedication to the area, awarding him the L.O.U.I.E. (Love of Olean United in Enterprise) Award. He'll receive the honor at the Chamber's



Walter Reisner (center) sits with family. Reisner is the 2016 L.O.U.I.E. Award recipient.

See **L.O.U.I.E.**, Page 2

## \$125k fundraising campaign underway for Santa Claus Lane

The Greater Olean Area Chamber of Commerce and its Santa Claus Lane Committee have launched a fundraising campaign to provide Santa Claus Lane financial support in perpetuity.

"Santa Claus Lane is one of our community's oldest traditions and we're proud to continue it for the greater Olean area," said Larry Sorokes, the Chamber's CEO. "For decades, Santa Claus Lane and its parade have served as the kickoff to the holiday season. It's our goal to ensure that Santa Claus Lane continues as the city's holiday tradition for generations to come."

The Chamber is looking to raise \$125,000 for the annual display. Gifts so far to the fund bring its total about halfway to its goal.

"Santa Claus Lane has always been something for the community," said Pam Pezzimenti, who co-chairs the Santa Claus Lane Committee's fundraising arm with John Dwailebe.

"Contributions to the Santa Claus Lane Fund help make the annual display something by the

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From Page 1, L.O.U.I.E.

111th Annual Dinner, scheduled for Nov. 3 at Premier Banquet Center.

The L.O.U.I.E. Award is bestowed upon an individual who symbolizes the enterprising spirit for the greater Olean community, qualities which were embodied in the life of Louis Marra. Last year's recipient was Timothy J. Finan, president and CEO of Upper Allegheny Health System.

"Often, a business leaders' accomplishments are gauged by the amount of money they earn or the number of people they employ. With Walt, the standard is much more meaningful: we know that countless numbers of lives were saved because of his efforts," said Larry Sorokes, the Chamber's CEO. "Walt is truly deserving of the L.O.U.I.E. Award and we offer our sincerest gratitude for his work in our community."

In 1982, Reisner and his wife, Ruth, founded Trans Am Ambulance Services Inc. with intentions of supplementing and assisting emergency medical services in the area.

At its start Trans Am operated with only one ambulance. In the decades that followed, the Reisners grew their business to include 10 ambulances, nine wheelchair vans, three advanced life support intercept vehicles (flycars), and three medicabs in addition to a fully trained staff of EMTs and paramedics.

Because of Reisner and his company, thousands of the area's citizens have access to an independent first responder agency with advanced lifesaving capabilities and equipment, quality medical transportation, and other life-saving measures not often found in rural regions.

In fact, Reisner was the first EMT certified in advanced life support and critical care in Cattaraugus County, as well as the first EMT certified critical care instructor in the greater Olean area.

Trans Am's introduction of its flycars was a significant service Reisner brought to the area, as each car is outfitted the latest clinical technologies, such as defibrillators, many local first responder agencies are unable to afford or staff. With its small fleet of flycars, Trans Am works with area ambulance companies to bolster their lifesaving efforts.

Reisner played an instrumental role in setting up many programs throughout the area — such as The Regional Paramedic Training Program which has distance learning labs at Olean General Hospital and the WCA Services/ALSTAR EMS Training Center in Jamestown — to train EMTs and paramedics in the latest lifesaving techniques.

"Walt has dedicated his life to improving health services in our region, and his leadership in this sector is well-known and highly respected," Sorokes said. "When I was at JCC, he approached us about bringing first-responder training to the region via distance learning, and the program was a great success."

Reisner's career is also marked by service to the community.

Reisner was a member of various boards of directors, including Southern Tier Health Care System, the Southwest Regional Emergency Services Council and the Cattaraugus County Emergency Medical Services Council. In addition, Reisner was appointed to serve on the New York State Medical Services Council and the New York State Rural Health Council.

Working through charitable foundations bearing his parent's names, Reisner has helped give more than \$200,000 to many area organizations in need of financial support.

"Walt sets a fine example for all business leaders in the greater Olean area," Sorokes said.

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## Chamber launches mobile app

The Greater Olean Area Chamber of Commerce has taken a big step into the digital age.

The Chamber recently launched its own mobile app. It's now available to download for free on both iOS and Android phones.

"As Olean moves in a new direction with its economic development, the Chamber felt that it was paramount to have our own app for the city," said Christopher Michel, the Chamber's director of marketing and communication. "Given the nature of the world we

live in with digital marketing as the 'go to' for businesses coupled with more people using smartphones as opposed to desktop computers, it's not uncommon for communities our size to have an app. The Chamber's app is another tool we'll use to promote Olean and our member businesses."

The Chamber app boasts a host of features including a daily events calendar, an interactive directory of Chamber members, and information on special events. The app will also be updated with Chamber news releases

and monthly newsletters.

"It's our hope that the community will use our app to better connect with the Chamber and our members," said Meme Yanetsko, the Chamber's chief operations office. "The app will also allow us to engage folks visiting the greater Olean area — like the thousands who come out for the Santa Claus Lane parade and those we expect for the Gus Macker 3-on-3 Basketball Tournament this summer."

### REMINDER:

After Jan. 1, the Chamber will be distributing its monthly newsletter by email. If you would still like to receive a print version of the newsletter as you always have, please contact the Chamber at 716-372-4433.

### GOACC Staff

**Larry Sorokes**

**Betty Burrows**

**Michelle Joyce**

**Brenda Kasperski**

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community.”

Donations to the fundraising campaign will benefit Santa Claus Lane in two ways: maintenance of Santa Claus Lane decorations and the purchase of more holiday lights and displays.

“Monetary contributions from the community — which can be of any size — are vital to this campaign,” Dwaileebe said. “With that financial support we’ll be able to purchase more decorations for our downtown and revamp displays in Lincoln Park. We also intend to place more decorations throughout the city, like along State Street.”

In September, the Chamber received a shipment of the new decorations that will now decorate North Union Street. The delivery included 60 snowflakes, 15 stars, and 14 skylines, all of which will replace the snowflakes, Christmas trees and garlands that adorned downtown Olean during the holidays.

“We recently set up one the new snowflakes and skylines as a test, and we couldn’t have been happier with how they looked,” said Meme Yanetsko, the Chamber’s chief operations office. “It

got us excited for North Union Street’s appearance during the upcoming holiday season. As we’ve said before, we think the community will embrace the enhancements we’re making to Santa Claus Lane.”

Decorations that will be displayed in Lincoln Park are currently being refurbished by staff at Pierce Steel Fabricators, Inc.

“We are very grateful to the individuals and businesses who have made our initial purchase of lights and decorations possible,” Sorokes said. “We now hope that others will follow and contribute to the Santa Claus Lane Fund at whatever level they are able. Gifts of any size are truly appreciated and will ensure this cherished tradition continues.”

Contributions to the Santa Claus Lane campaign can be made several ways.

“Working with the Cattaraugus Region Community Foundation, we’ve set up a website where people can make donations of any size online,” Sorokes said. “Donations made through the Foundation are tax deductible to the ex-

tent provided by law and those making contributions will receive documentation of their contribution in the mail.”

Online donations can be made at <https://cattfoundation.org/santa-claus-lane-fund>. Donations can also be mailed to directly to the Community Foundation, 301 N. Union St., Olean NY 14760. Checks should be made out to Cattaraugus Region Community Foundation, Santa Claus Lane Fund.

This year’s Santa Claus Lane Parade is scheduled for 7 p.m. Nov. 25.

Santa Claus Lane dates back to 1929 when a group of Olean merchants strung fresh pine boughs across North Union Street to mark the holiday season. It wasn’t long before they added lights and other decorations to create Santa Claus Lane. The tradition of Santa Claus Lane has grown to feature an annual parade and brings the community together in the spirit of camaraderie and goodwill.

For more information on the Santa Claus Lane Fund or fundraising campaign, call 716-372-4433 or email [info@oleanny.com](mailto:info@oleanny.com).

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leaders who work collaboratively to build a better community.” Participants directly experience community sectors that make Cattaraugus County unique. Our goal is not only to build leaders, but to inspire participants to play an active role in making Cattaraugus County a better place to live.

**Increased personal awareness** – Self awareness is an essential leadership trait. Leadership Cattaraugus participants learn about four personality styles, identify their own style and learn techniques that enhance their ability to work effectively with others.



**Experiential learning** – Leadership Cattaraugus is not a traditional classroom based learning program. Participants build leadership skills like planning, cooperation, and teamwork as they develop their own program days. This hands-on approach ensures that class participants practice skills needed for success, rather than merely learning theory in a classroom.

**Networking** – Participants form connections with classmates, program alumni and community leaders. These connections translate into resources that participants and alum can draw on when they need assistance.

There are multiple reasons to choose Leadership Cattaraugus as your leadership development resource and we invite you to learn more about the program by visiting our website – [www.leadershipcattaraugus.org](http://www.leadershipcattaraugus.org).

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## Bysiek honored as ‘C-Level’ manager

Edward Bysiek, founder of Bysiek CPA, PLCC, and a lecturer at St. Bonaventure University was named as one of Buffalo Business First’s 612 Awards winners, which honored “C-Level” managers in Western New York.

The awards are based on records of leadership and professional milestones — “C-Level” managers stands for CEOs, CFOs, COOs and the like. Bysiek received the honors for his work as an adjunct professor and a business owners. Those who received the awards were recently honored at a luncheon.

Welcome to our new member

**Lavender Lotus Yoga**

133 1/2 N. Union St.

Olean, NY 14760

716-904-0907

Got News?

Did your company recently receive recognition? Did an employee do something noteworthy? Did you add to your staff or introduce a new product or service? Let us know!

Email your news to [info@oleanny.com](mailto:info@oleanny.com) or [cmichel@oleanbd.com](mailto:cmichel@oleanbd.com).

# Premo Limo, A Jason Clemons Salon named Chamber's 2016 Enterprising Businesses of the Year

*The Greater Olean Area Chamber of Commerce is pleased to announce Premo Limousine Service of WNY LLC and A Jason Clemons Salon have been selected to receive the 2016 Enterprising Business Award.*

*The Enterprising Business Award is the highest honor the Chamber gives to a member business. Recipients are companies which exemplify the unique hometown charm of the greater Olean area through enriching the community and commercial growth. Olean Area Federal Credit Union received the 2015 Enterprising Business Award.*

## Premo Limo

Premo Limo's roots date back to late 1980s when its owner Dave Carucci left the grocery business to work for himself.

In 1988, Carucci bought the former Kustom Car Care, an auto detailing business. Within two years Carucci expanded his company to include limousine service, buying a used 1978 Lincoln stretch limousine to give him a fleet of two vehicles. Prior to that purchase, Carucci's company offered transportation services with a sedan.

Quickly, Carucci's foray into luxury transportation industry paid off. Within two years, Kustom Car Care had a fleet of 17 vehicles and employed 25.

As the Premo Limo grew and evolved during the three decades that followed, Carucci's business saw many changes, everything from its name to its headquarters. But its reputation as the area's premier limo service provider also solidified. In fact, Premo Limo outlasted several other local limousine services to now be the only company of its kind in the area.

In recent years, the company has expanded its footprint in the local transportation sector, purchasing Empire Coach Lines — a luxury coach bus service — in 2011 and adding school and medical transportation to its offerings. Now, Premo Limo employs 31 and boasts a fleet of seven 56-passenger coach busses, an 18-passenger luxury coach bus, a 12-passenger shuttle bus, 14 smaller vehicles, a limo van, and a stretch limousine.

As a mainstay of the greater Olean area's business community, Premo Limo puts priority on giving back. The company sponsors a host of events each year, from the Gus Macker 3-on-3 Basketball Tournament to golf tournaments. Premo Limo has also driven Olean High School basketball teams to state championship games.

"Premo Limo is a testament to the fact that a small business can survive and become successful in a small city in New York," said Meme Yanetsko, the Chamber's chief operations officer. "David had not only stayed the course, but has grown his business."

## A Jason Clemons Salon

Founded in 2009, A Jason Clemons Salon has become a fixture in the local beauty and personal care sector.

"In considering nominations for the Enterprising Business Award, A Jason Clemons Salon stood out to our committee as a local business which truly exemplifies the criteria for this award," said Dennis Pezzimenti, president of the Chamber's Board of Directors. "While one of our community's younger businesses, A Jason Clemons Salon quickly established itself and sets an example for other new companies."

During its seven years of business, the salon has seen consistent sales gains year over year and boasts a 97 percent customer retention rate. A Jason Clemons Salon is a Paul Mitchell-focused salon and offers a full suite of services for its guests. It currently employs 14.

The salon's success has allowed it to become a place where those pursuing a career in cosmetology and beauty care can receive mentorship.

A Jason Clemons Salon has an open-door policy for those attending beauty school to come in and learn from its staff members. Salon staff are also speakers for cosmetology classes at area schools like Cattaraugus-Allegany BOCES and the Continental School of Beauty.

A Jason Clemons Salon is an ardent support of the community it calls home.

The business regularly donates to many community events, organizations and causes, including the Olean Sports Boosters, the Michelle Foss Bartholomew Scholarship, sponsoring teams in Olean's Gus Macker 3-on-3 Basketball Tournament, the Olean Oilers, and the Olean General Hospital golf tournament among others.

Most notably, A Jason Clemons Salon donated half the cost of a new volleyball court system for Archbishop Walsh Academy.

"Olean is fortunate to have a business like A Jason Clemons Salon," Pezzimenti said.

## Business After Hours schedule

Business After Hours is an opportunity for our members to meet once a month, from August to May, and meet fellow members. Here's our schedule for the remainder of the current program:

- **Nov. 16**, 5 to 7 p.m., Four Mile Brewing, 202 E. Greene St.
- **Dec. 14**, 5 to 7 p.m., Ravyn & Robyn Lounge, 239 N. Union St.
- **Jan. 25**, 5 to 7 p.m., Premo Limo/ Empire Coach, 117 S. Fourth St.
- **Feb. 22**, 5 to 7 p.m., Paul Brown Chevy, 2808 Route 16
- **March 22**, 5 to 7 p.m., The ReHabilitation Center, location TBA.
- **April 26**, 5 to 7 p.m., Olean Physical Therapy, 3132 Route 417
- **May 24**, 5 to 7 p.m., Buckles Agency, 1224 E. State St.

## Minimum wage increases coming

New York State has increased its minimum wage. The increases will occur during the course of the next five years.

The increase schedule is as follows:

- Dec. 31, 2016, \$9.70
- Dec. 31, 2017, \$10.40
- Dec. 31, 2018, \$11.10
- Dec. 31, 2019, \$11.80
- Dec. 31, 2020, \$12.50

# Lunch & Learn season set

The Greater Olean Area Chamber of Commerce has announced its next Lunch & Learn season.

Between September and May, the Chamber has arranged for six different speakers who will present on a variety of topics of interest to businesses.

The Lunch & Learn schedule is as follows:

- Jan. 10, noon to 1 p.m., Branding for your Small Business. Tim Blazejewski of Brand Blazer will discuss what having a strong brand means for small businesses and creates trust and credibility.
- Feb. 23, noon to 1 p.m., Self Defense for Business People. Grandmaster Barry A. Broughton will teach self defense including hand techniques, kicks, stances, blocks, and many more reality-based techniques.
- April 6, noon to 1 p.m., Cyber Security. Greg Lindberg of the U.S. Small Business Administration will present on



defining cybersecurity; explaining the importance of securing

information through best cybersecurity practices; identifying types of info that should be secured; identifying the types of cyber threats; defining risk management; and listing best practices for guarding against cyber threats.

- May 16, noon to 1 p.m., Data Security/ Business Continuity. Adam Jester of Southern Tier Technical Services will discuss projecting data.

The seminars are held at the Chamber's office, 301 N. Union St., and is free for members to attend. Non-members must pay a \$10 admission fee.

For more information or to make a reservation, contact the Chamber by phone at 716-372-4433 or by email, [betty@oleanny.com](mailto:betty@oleanny.com).

## St. Bonaventure and Alfred University grads join BWB

Rhiannon Carnahan, Keith Carrington, Alexis Flint and Kristin Woodhead recently joined the firm, Buffamante Whipple Buttafaro, P.C., as staff accountants in the firm's Jamestown and Olean offices, company officials announced.

A staff accountant at Buffamante Whipple Buttafaro, P.C., has corporate responsibilities to compile, review and audit financial statements, along with general tax assignments.

Carnahan of Randolph and Wood-

head of Portville both graduated from St. Bonaventure University in 2016 with their master's degree with a concentration in accounting.

Carrington of Jamestown and Flint of Hornel both graduated from Alfred University in 2016 with their Master's degree with a major in Accounting.

"We are pleased to have these four join our firm and we are very excited for them to start their careers with us. They will be great assets to our team," said Jack Whipple, CPA, managing

partner of the firm.

BWB is a full service public accounting firm providing wide-ranging assistance in the areas of accounting, auditing, tax and advisory services. Their current staff consists of over 45 professionals, paraprofessionals and support staff, including 25 Certified Public Accountants. The firm serves as accountants and advisors to businesses has offices in Jamestown, Olean and Orchard Park.

## Quinn earns CPA designation

Buffamante Whipple Buttafaro, P.C. is pleased to announce Jessica B. Quinn has earned the designation of Certified Public Accountant in the state of New York.

To obtain this license, individuals must pass the Uniform Certified Public Accounting Examination, which consists of a four-part, 16-hour exam covering the areas of financial accounting and reporting, auditing and attestation, business environments and regulation. Candidates for the CPA designation must satisfy extensive educational requirements from an accredited institution and fulfill stringent experience requirements.

"We couldn't be more proud of Jessica and her accomplishment. We

appreciate her dedication and drive, which benefits not only the firm but also our clients," said Jack Whipple, CPA, managing partner of BWB.

Quinn of Olean joined the firm in June 2015 and is a staff accountant in the Olean office. She is a 2015 graduate of St. Bonaventure University where she earned both her bachelor's and master's degrees in business administration in accounting. She is a 2010 graduate of Portville Central School.

BWB is a full service public accounting firm providing wide-ranging assistance in the areas of accounting, auditing, tax and

advisory services. Their current staff consists of over 45 professionals, paraprofessionals and support staff, including 25 Certified Public Accountants. The firm serves as accountants and advisors to businesses, organizations and individuals throughout the United States, while maintaining offices in Jamestown, Olean and Orchard Park.

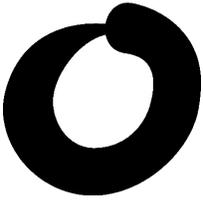
Welcome to our new member

**Eleni Interiors, Inc.**

417 W. State St.

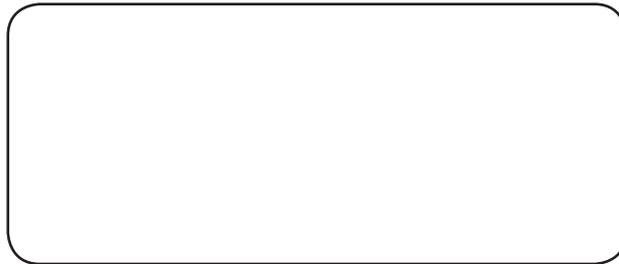
Olean, NY 14760

716-373-9401



*Greater Olean Area*  
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## 2016 Board of Directors

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**Tim O'Keefe**, Vice President  
**Mari Howard**, Secretary  
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**Mayor William Aiello**, city of Olean  
**Cory Duckworth**, Jamestown Community College

**Tim Finan**, Olean General Hospital  
**John Geringer**, Besecker & Coss  
**Matthew Kahm**, Shults Auto Group  
**Andrew Caya**, Cayas Canopies  
**Amy Schneggenburger**, Five Star Bank  
**Jim Snyder**, Cattaraugus Empire Zone  
**Jay Sorokes**, Eaton's Cooper Power System

*Greater Olean Area Chamber of Commerce*  
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