Santa Claus Lane

Here comes Santa Claus! Here comes Santa Claus! Right down Santa Claus Lane! Santa Claus Lane has become six weeks of “celebration and song” throughout the community.

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 Friday, November 23, 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.

LIGHTS ACROSS THE STREETS – GOACC with the help of the Olean High School boys tennis team have stripped the garland from the strands and we are eliminating the star in the middle of the two connecting strands. The bulbs have been changed to LEDs. These changes are due to the weight the garland carried between each light pole. The changes proposed were given the go ahead from the City. It’s as close as we could get to the original Santa Claus Lane. LIGHTS ARE BACK ACROSS DOWNTOWN!

SANTA CLAUS LANE ORNAMENT -- GOACC has unveiled its newest Santa Claus Lane ornament, a depiction of The Chuck Wagon Restaurant. Through the ornament sales, holiday lights are funded and can be lit in Olean from November to early January. The ornament, the fourteenth in a series created by artist Kathleen McDonald, is $20.00. The new ornaments are available at the Chamber office at 120 North Union Street, Seasons at the Olean Center Mall, and The Chuck Wagon Restaurant on the North Union Street Extension in Olean. Ornaments can also be shipped outside Olean for an additional $6 for shipping/handling charges per ornament.

NEW CONTESTS -- Greater Olean Area Chamber of Commerce announces it will host two contests this holiday season -- Gingerbread House Contest and Business Holiday Lighting Contest. The Olean Center Mall and GOACC present the 2012 Santa Claus Lane Gingerbread House Contest. You can enter your Gingerbread House, which may not be larger than 18 1/2 inches by 18 1/2 inches. The deadline is December 7th, 3 PM. Gingerbread houses will be judged on December 8th at the Olean Center Mall on creativity, appearance, and details. Winners will be selected in three categories professional, amateur, and youth (16 and under). Winners will win a $50.00 GOACC gift certificate.

GOACC and National Grid Co. are sponsoring a contest to determine the area’s best-decorated businesses. To be eligible, businesses (building, windows, interior) must be located in the Allegany, Hinsdale, Olean, Portville, or Westons Mills area. Criteria include a presentation of a well-decorated building/window/interior, additional points for originality, color and design, mechanical fixtures, etc. The deadline is December 7, 2012. Judging will begin on December 9 through December 14 by a panel of judges. Winners will win a $50.00 GOACC gift certificates. Winners will be announced on December 16, 2012.

GOACC is also encouraging organizations to participate in these other Thanksgiving week events: Thursday, November 22 -- Twin Tiers Striders Turkey Trot; Saturday, November 24 -- Portville Holiday Celebration 5 PM and Allegany Holiday Celebration 6:30 PM; and Visits with Santa at Cottage in Lincoln Park on Wednesday, December 5 and 12. For more information, please call 716/372-4433 or email santa@oleanny.com.
**GOACC's Corporate Sponsors for 2013**

Greater Olean Area Chamber of Commerce Corporate Sponsorship is an efficient, cost-effective way for local companies to help support GOACC's community events program. Businesses benefit from increased promotion of their company. The philosophy behind our corporate sponsorship program is to create win-win partnerships. Whether your marketing budget limits involvement or there is significant ability to promote your company's brand, the Chamber will work with each organization to ensure that its message is effectively distributed.

We see the corporate sponsorship program as an opportunity for businesses and other institutions and agencies to achieve our mission, to provide benefits, programs, services and events that enhance our community’s quality of life and economic climate. New for 2013, Corporate sponsors will be given four participant registrations for the Corporate Challenge 5K Run/Walk in June and eight tickets to the Chamber Clambake. The Good News Dinner has been dropped from our events lineup as well as the portal promotional sponsorship. Please call us if you have questions or need further information.

In 2012, GOACC had 49 corporate sponsors: Abbott Welding Supply; Acme Business; Advanced Monolythic Ceramics; AllAmericanWaterTreatment / RAINSOFT; Allen's Wines & Liquor / Vic Vena Pharmacy; Armor Building Supply; AT&T; AVX / Olean Advanced Products; Beechn Barrell Restaurant; Bene-Care Agency; Besecker and Coss Service; Buffamante Whipple Buttafaro, P.C.; Cattaraugus Allegany BOCES; Close's Lumber; The Colonial Group; Community Bank; Cooper Power Systems; CUTCO Corporation; Dr. Green Lawn/Custom Turf; Dresser-Rand; Duggan & Duggan General Contractors; Exelco Land Services, Inc.; EnergyMark LLC; Five Star Bank; Fox Financial; HomeCare & Hospice; Iroquois Group; Jamestown Community College; KeyBank National Association; Kinley Corporation; Marcella Smith, Agent, State Farm Insurance; Mazza Mechanical Services; MJW Technical Services, Inc.; National Grid Co.; Olean Area Federal Credit Union; Olean General Hospital; Olean Medical Group; Olean Times Herald; Owl Homes; Park Centre Development; The ReHabilitation Center; St. Bonaventure University; Solepoxy; The Connection; Time Warner Cable Media; Trans Am Ambulance; Troy Vincent / Edward Jones; Visions Hotel; and WMXO-FM. Please call GOACC at 372-4433 or email events@oleanny.com for more information.

**MEMBER NEWS from MEMBER FOCUS GROUP in OCTOBER**

GOACC hosts member breakfasts/luncheons and considers them useful tools for both membership retention and expansion. This also provides an opportunity for the member to voice their concerns/questions regarding the purpose of the organization and for GOACC to update member of latest developments regarding benefits, etc.

Some updates from the members appearing at the October breakfast: **Enchanted Mountain Roller Derby** has added a junior league comprised of 8 - 13 year olds. **Saia Communications** works with local business in communication products for a manufacturer member and a higher education member. **AKT Combative Academy** has classes/courses for any age and any fitness level. **Collective Nutrition** will be hosting a War On Debt learning sessions sometime late 2012 or early 2013. **The Hall of Fame Barbershop** has a two shops in Hornell, also runs a detailing shop in Hornell, and has opened Fresh Ministries in Olean on October 14. Some notes from two that attended:

Nancy, thank you and the rest of the Chamber crew for all that you do. You make having a business or organization so easy and for that I thank you. I will be in touch with some future ideas and help that I may need. Take care,

Jennifer J. DeLong, Enchanted Mountain Roller Derby

Meme and Nancy, Thank you so much for inviting me to the breakfast. It was very informative and helpful and I hope you got some ideas of how to continue expanding and reaching out to those in the community and grow the Chamber. it was fun!

Karen Burgess, Collective Nutrition
Seven Tips to Smooth Over Your Holiday Stress

By John M. Grohol, PsyD, Founder & Editor-in-Chief World of Psychology

Ahh, the holidays. Christmastime is here, and many will be traveling this week to rejoin loved ones and family members. Wouldn't you like your holidays to be a bit smoother? Me too. So here are some tips to help smooth over your holiday stress and make this time of the year more enjoyable for you and those you'll be visiting.

1. **Plan early.** I think people get into trouble here not with forgetting to plan, but forgetting to plan the important things. Who's family will you be spending Christmas eve with? When will you see Aunt Phyllis? Sure, you can let all of this work itself out at the last minute, but the more you set expectations ahead of time, the less stressed you'll be (and the less likely it’ll result in some unexpected family drama or hurt feelings).

2. **Let things roll off your back.** Little things, big things. Pick the one you want to really expend that energy on. Because believe it or not — you have a choice about what you let affect you. If you want to stress about the potatoes, that’s your choice.

3. **Make time for things that matter.** Spending quality time with your friends and family at this time of the year might be the most important thing to you. Or perhaps it’s making Christmas dinner. Or perhaps it’s planning your New Year’s Eve party.

4. **Be aware of and plan for your triggers.** The holidays can be especially difficult for those with eating concerns, whether it’s binge eating, anorexia, bulimia, or just plain old over-indulging (in both food and/or drink). Your best tools to combat these concerns is planning ahead of time, limiting your time spent exposed to these kinds of triggers, and enlist the aid of a trusted family member or friend to act as your eating (or drinking) buddy to ensure you stick to your healthy eating and drinking behaviors.

5. **Try and keep the Christmas spirit in mind — even if you don’t celebrate it.** You don’t have to be a Christian to appreciate and enjoy the Christmas holidays. But if you don’t have any particular affiliation with Christmas, you can always help others who do — by offering to volunteer to cover a work shift, babysit, or even volunteer at a local food bank or such. While for some it’s about the specific Christmas holiday, others celebrate the spirit of giving and selflessness.

6. **Avoid over-committing.** Too many people over-commit their time, energy or efforts at this time of the year. Ooops! Prioritize your commitments and responsibilities to others, putting the things that matter most first.

7. **Spend some time in reflection, mindfulness, and spirituality.** Whether or not you’re religious, all of us should at the very least be mindful. Being mindful simply means spending some time in contemplation and reflection to better understand what it is you’re doing and why you’re doing it.

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**Be The Light in Someone’s Darkest Hours**

How would you like to raise awareness of the plight of the homeless, raise money for the Genesis House and make your neighborhood look great, all for $10? On the night of December 21st, the longest and darkest night of the year, Genesis House will be sponsoring the “4th annual Olean Area Luminaria Night.” This is the most difficult night for those who are homeless. Luminarias are made of votive candles set in paper bags weighted with sand. They will be placed along driveways, walkways, curbs and porches. Genesis House will be selling luminaria kits, containing 10 bags, 10 votive candles and sand. The cost is $10 per kit.

Genesis House is inviting you to purchase kits, and on December 21st at 7 PM you can light the candles in the bags that line driveways, walkways, curbs or porches. Just imagine your home, your neighborhood, the whole city aglow with the warm inviting light of thousands of candles. Won’t you join Genesis House on December 21st? Let us come together to be “the light in someone’s darkest hour.” For more information, call Carol Gallo at 372-5696 or Genesis House at 373-3354.
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.

• PARAGON INTERIOR DESIGNS Offering Promotion ~ Could your home use some sprucing up for the holidays? Are you planning an event or party and don’t know where to start? How about that office, is it old and dingy looking? Or does your restaurant need some new life to attract more customers? Now you can call Paragon Interior Designs for all your decorating and designing needs. Owner Joan Pingitore will assist you in choosing colors, new layouts, wedding and event decorating and business improvements. Special holiday discount of 10% off of any interior design consultation for the months of November and December! Please call 716-372-2784 or email ParagonDesigns1@yahoo.com.

• KASPERSKI NAMED NCAA FACULTY ATHLETIC REP -- Michael Kasperski, a lecturer of accounting in the School of Business at St. Bonaventure University, has been appointed to a three-year term as the university’s NCAA faculty athletic representative. Mike will serve as a liaison between the university and the Department of Intercollegiate Athletics. His role is to help maintain an appropriate balance between academics and athletics on campus. Congrats Mike!

• AMERICAN RED OFFICE -- The American Red Cross of Southwestern New York has selected Tina Jones to lead and coordinate Red Cross emergency services throughout Chautauqua, Cattaraugus, and Allegany counties. Tina will be responsible for the delivery of Red Cross emergency services to the community, to include disaster relief services, service to armed forces, and community disaster education programs. Tina will also ensure seamless integration of the Chapter’s disaster response activities with regional and national level response efforts during major disaster events.

• DeCINQUE TO RETIRE END OF ACADEMIC YEAR -- Greg DeCinque informed the Jamestown Community College Board of Trustees of his intent to retire at the conclusion of the 2012-13 academic year. He has thoroughly enjoyed the privilege of serving as president of JCC for 19 years. Best Wishes Greg!

• RED & GOLD RUMBLE SET FOR APRIL -- Olean High School Sports Boosters will host the 2nd Red & Gold Rumble – a USA Boxing sanctioned event -- at the high school on Saturday, April 12, 2013. The Rumble’s card will feature between 12 and 15 amateur bouts with members of boxing clubs from Rochester, Buffalo, Niagara Falls, and Erie. For more information on the Rumble, please contact Meme Yanetsko at 716-372-4433 or by email to meme@oleanny.com.

• SANTA ON MAIN STREET NOT ROOFTOP IN ALLEGANY -- The Santa on the Rooftop normally held at the Gallets House in Allegany in December has officially moved to the Santa House in Allegany on Main Street. Please visit Santa in Allegany on November 29, December 6, 13, 20. Thanks Gallets House for your many memories of Santa on your rooftop!

• HOME FOR THE HOLIDAYS -- The Olean Community Theater has scheduled Home For the Holidays for December 14, 7:30 PM at JCC’s Cutco Theater in Olean. Enjoy a selection of popular Christmas music and an after event party with drinks and munchies. Tickets are $15 and are a part of a fundraiser for Olean Community Theater. Please pay at the door or make reservations (to pay at door) by calling 375-1628.
Ellicottville Great Valley Trail group establishes fund at Foundation

A committee working to create a multi-use recreational trail through Ellicottville and Great Valley has established a new fund at the Cattaraugus Region Community Foundation to assist in the creation and maintenance of the trail.

“Trails have many proven advantages of providing safe recreation for families and friends, easy access to exercise for better health, personal enjoyment of the outdoors and even as a traffic-free way to commute to work, school and to shop at local businesses,” said Ken Hinman, founder of the Ellicottville–Great Valley Recreational Trail committee.

Prior to establishing a fund, the group met with Joe Higgins, chair of the Allegheny River Valley Trail committee, who shared his insight on constructing a trail as well as fundraising and providing for a trail’s maintenance.

Mr. Higgins was also instrumental in the creation of the Community Foundation as a charter member, serving on the board until 2004. The Community Foundation was established in 1995 in order to manage funds to benefit the Olean area, including donations to support the creation of the Allegheny River Valley Trail. As such, the Allegheny River Valley Trail Fund was the first fund at the Community Foundation.

“The Foundation is a perfect fit for this project,” said Ellicottville Mayor Charles Coolidge. “The Allegheny River Valley Trail is thriving, and our group is confident the Ellicottville Great Valley Trail will be just as successful.”

As a 501(c)(3) public foundation, CRCF will receive donations on behalf of the Ellicottville Great Valley Trail, allowing donors’ gifts to be tax deductible. The Foundation will issue grants from the fund for the creation of the trail and its maintenance.

Donations to the Ellicottville Great Valley Trail Fund can be made in care of the Community Foundation at 120 North Union Street, Olean, N.Y. 14706 and online at www.cattfoundation.org.

To learn more about the Ellicottville Great Valley Trail, call 716-699-4062.

For more information, contact the Community Foundation at (716) 372-4433, email foundation@cattfoundation.org or visit www.cattfoundation.org. Find us on Facebook at www.facebook.com/cattfoundation.
TREE OF LIFE CEREMONIES ~ The HomeCare & Hospice has scheduled its 17th annual Tree of Life Ceremonies: December 4, Little Valley 5:30 PM; December 5, Batavia 5:30 PM; December 6, Wellsville 5:30 PM; December 8, Arcade 12:30 PM; December 9, Olean 1 PM; and December 13, Warsaw 5 PM. Please contact Linda Cummings for details on the ceremony ornaments at 585-343-7596 or email at lcummings@homecare-hospice.org.

November 17, 2012
Community Thanksgiving Dinner
Olean High School Cafeteria
Olean • 12 - 2 PM
Enjoy a fantastic Thanksgiving Dinner hosted by Olean Community Schools. Student, teacher, young and all -- they invite you to their feast. Please use the handicapped / gym entrance on fourth street side.

December 15th • 9 AM - 2 PM
A Day Out with Santa
Country Inn & Suites of Olean
This special day will include a free picture with Santa, free toy for each child, free pony rides outside, free petting zoo, free air brush face painting and free hot cocoa and muffins. Country Inn & Suites needs your help! Businesses are encouraged to sponsor a portion of the event simply by donating money for the purchase of toys or donating toys. Please contact Christine Sweitzer at 372-7500 for more details.