

Meetings

New Web site draws attention to cultural wealth

The Buffalo Niagara Convention & Visitors Bureau has re-launched its gobuffaloniagara.com Web site under the new domain name of wrightnowinbuffalo.com. The re-configured site is meant to draw attention to Buffalo's wealth of architectural, art and heritage attractions by making them readily accessible to online audiences in an attractive, authoritative and compelling manner. The site is meant to complement the CVB's more comprehensive overview of Buffalo Niagara found at visitbuffaloniagara.com. Wrightnowinbuffalo.com features an in-depth look at Frank Lloyd Wright's Buffalo, including a video preview of the upcoming WNED-TV production of the same name, as well as a comprehensive overview of Buffalo's art attractions. Celebrity testimonials from such renowned Buffalonians as Tim Russert, A.R. Gurney, Robby Takak, Lauren Belfer and Ruben Santiago-Hudson are featured, along with a collection of insider's tips about Buffalo called Locals Talk. The site also features electronic postcards of six area landmarks designed by local artist Mike Gelen, as well as an electronic invitation to Buffalo Old Home Week; a "Win A Trip to Buffalo" contest that will bring winners to Buffalo twice a year; and a subscription form for the CVB newsletter, Buffalo Spotlight.

UB lecture looks at influence of youth culture

The University at Buffalo will present a lecture titled "The Influence of Youth Culture on Academics" from 8:30 to 10 a.m. Thursday Jan. 18 at The Boys and Girls Clubs of Buffalo Babcock Clubhouse, 282 Babcock, Buffalo, N.Y. The cost is \$12 for UB students and \$20 for the general public. Presentations will feature both researchers and practitioners and will follow a panel format with opportunities for questions and answers. For more information, call Karen Sausner at 645-6642 or e-mail her at ksausner@buffalo.edu.

Compound medicine is Pine Pharmacy's specialty

by JESSICA L. FINCH
Associate Editor

Staying healthy in today's society can be a difficult task — proven by the rising reports of obesity and stress.

At Pine Pharmacy, the employees provide patrons with custom compounded medications for relief.

Al Muto, owner of Pine Pharmacy, has been in business for 22 years and recently opened a new location at 5110 Main St., Williamsville.

"Pine Pharmacy is all about wellness and anti-aging," he said.

The services available at Pine Pharmacy include dietician and nutritionist consultations, skin care products and overall health education.

Muto said obesity has been a growing issue, and Pine Pharmacy provides a weight management program. He suggests starting with the Bod Pod, which assesses the body composition of adults and children.

"It is one of the most accurate ways to test body fat," Muto said, adding that Pine Pharmacy works



Al Muto, owner of Pine Pharmacy, displays the merchandise at the new 5110 Main St., Williamsville location. The company specializes in custom compound medications.

Photo by John Rusac

with fitness centers and high school sports teams to assess athletes.

Life Measurement Inc., developer of the Bod Pod, reported, "Accurate assessment lays the groundwork for change. By correctly identifying areas of risk, proper intervention can be intro-

duced, and the results monitored."

Muto said consultations can be scheduled with the pharmacy to get customers on the right track to a healthy way of life.

One of the ways he and his staff help their clientele is by sorting through fact and fiction.

"People are very educated today," he said, adding that there are many lifestyle alternatives that need to be approached.

Moving toward a healthier life starts with looking at all the products one is using, how they work together and what is missing from the equation.

Muto said Pine Pharmacy gives quality information and products to help residents move toward a healthier lifestyle.

The store carries several brand name products — some that are hard to find. That includes supplements, sports nutrition, men's and women's skin care and literature.

"We recommend how to fit (a regimen) into their lifestyle. People tell me how much we have helped them," he said. "We spend time with people."

Pine Pharmacy also has a location in Niagara Falls.

Business hours are from 9 a.m. to 6 p.m. Monday, Tuesday, Wednesday and Friday; 9 a.m. to 8 p.m. Thursday; and 10 a.m. to 3 p.m. Saturday. For information, call 332-2288.

e-mail: jfinch@beenews.com

ElderWood Senior Care presents Service Excellence Award

Barbara Wurzler, Nancy Mildenerger and Mary Holden are the 2006 recipients of ElderWood Senior Care's Service Excellence Award.

The award is presented annually to a staff member who promotes ElderWood's mission to provide quality care while exemplifying the organization's core values: a passion for excellence, integrity, teamwork and reverence for the individual. This is the 19th year ElderWood has presented the staff award and the first year that more than one staff member was honored.

"I think the fact that we decided to present this award to three individuals this year is indicative of the quality staff we have been fortunate to cultivate over the years," said President and CEO Robert M. Chur. "These three women have shown their dedication to resident care in countless ways and it gives me great pleasure to present them with ElderWood's highest staff honor."

Wurzler, RN, of Amherst began her career at ElderWood as a part-time team leader at ElderWood Health Care at Heathwood in 1995, working her way up to

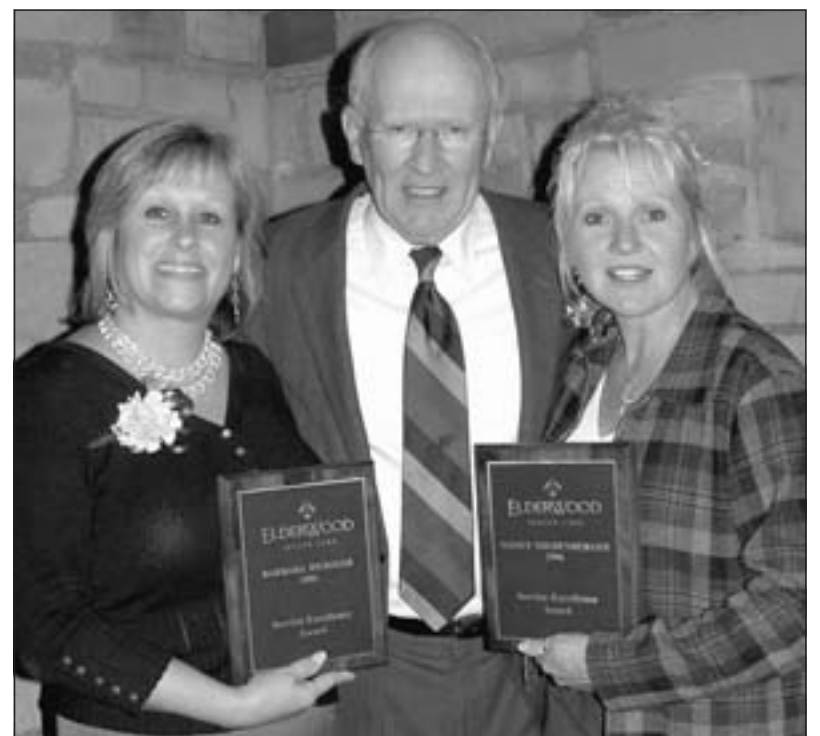
assistant unit manager. She has been resident care manager at ElderWood Village at Glenwood, Williamsville, since the facility opened in 1999.

"Residents trust and confide in Barbara daily; she leads her staff professionally and with caring instruction and guidance," ElderWood Village at Glenwood Administrator Robin Secord said.

Mildenerger is a certified occupational therapy assistant at ElderWood Health Care at Wedgewood, Eggertsville and began her career in 1995 at ElderWood Health Care at Riverwood, and worked at two additional ElderWood facilities before becoming a permanent staff member at ElderWood Health Care at Wedgewood in 2003.

She also organizes the facility's Safety Supporters safety focus group, coordinates the annual range of motion training for the facility's certified nursing assistants and is active in the facility's health and wellness program.

Unit clerk on the Ventilator Care and Transitional Cardiac Care Unit at ElderWood Health Care at Heathwood, Williamsville, Holden has been



ElderWood Senior Care President Robert M. Chur, center, congratulates Service Excellence Award winners Barbara Wurzler, left, and Nancy Mildenerger.

with the organization for nearly 20 years.

The awards were presented at ElderWood Senior Care's Gold Club Dinner, an annual event hon-

oring staff members who have served the company for 10 or more years. Of ElderWood's 2,632 full- and part-time staff, 454 are Gold Club members.

Business News

Five Star Bank was recognized for the second consecutive year by the U.S. Small Business Administration's Buffalo District Office for approving more than \$1 million in loans to area small business owners during the agency's fiscal year 2006. Five Star Bank officials were given the SBA Bronze Award and approved more than \$3.5 million in SBA loans for area businesses. The bank also received the SBA Two Star Award for approving more than 25 loans, with a total of 46 loans.

BNI Business Makers will conduct its weekly meeting at the Unitarian Universalist Church of Amherst, 6320 Main St. in Williamsville, from 7 to 8:30 p.m. Thursday, Dec. 21. Kari Klos of Salon Allure will present "The Benefits of Facials." Call Chapter President Charlie Totoro, at 688-5700 for further information.

BNI-Northern Networkers Chapter will be having its weekly business network meeting at 7 a.m. Tuesday, Jan 2 at The Screening

Room 3131 Sheridan Drive, Amherst. For more information, call Garry Krause at 695-9382. Meetings will also be held on Jan. 9, 16, and 23.

The Amherst Central Alumni Foundation, Inc raised funds during its 75th anniversary celebration to purchase custom oak doors for the front entrance of the high school. On Nov. 2 the ACAF, Inc formally presented the doors to Amherst High at a dedication ceremony.