

**Meetings**

**Chamber to look at success**

The Amherst Chamber of Commerce will host a program on "Attributes of Success," to be held from 8 to 10 a.m. Wednesday, Feb. 14, at 350 Essjay Road, Suite 200, in Williamsville. The program will teach participants how to use disc behavioral models to predict and ensure success. The workshop will examine individuals' behavioral styles and their impact on others. It will also allow participants to adapt to others by engaging the "platinum rule" and communicating with them according to their preferences. The workshop is designed for leaders, owners, managers and supervisors. Seating is limited. In order to reserve a seat, call 632-6905.

**'Changing of Guard' is topic**

Carl Lewandowski will be the speaker at the Buffalo-Niagara International Buffalo's First breakfast meeting, scheduled from 7 to 8:30 a.m. Friday, Dec. 29, at the Millennium Hotel on Walden Avenue in Cheektowaga. Lewandowski will speak on "The Changing of the Guard." He will discuss a three-month review of the current leadership team and make preparations for the next leadership team in March 2007. For more information, contact chapter President F. Patrick Mahoney at 675-9010.

**'Networking with Twist' is slated**

The Buffalo-Niagara Partnership will present "Networking with a Twist," the third in a series of five business networking events, from 5:30 p.m. to 8:30 p.m. Thursday, Jan. 11, at Shanghai Reds, 2 Templeton Terrace in Buffalo. The program, which will feature a regatta theme, will be presented in partnership with the Greater South Buffalo Chamber of Commerce, the Lackawanna Area Chamber of Commerce and the Lancaster Area Chamber of Commerce. Tickets for this event are \$10 presale and \$15 at the door. For more information, call 852-7100, ext. 470.

## Indoor golf simulator opens Jan. 1

by **JESSICA L. FINCH**  
*Associate Editor*

7800 Transit Road has been recreated into an indoor golfing, entertainment experience for the serious golfers to those out for an evening of fun.

Frog Hair Indoor Golf Experience will open on Monday, Jan. 1 and features eight simulators each with several options for virtual rounds of golf.

Tony Tatro, PGA professional and Titleist Performance Institute certified and certified golf fitness instructor, has been overseeing the development of the facility in the former Club Evolution building.

"There is such a thriving Western New York golf community, and it doesn't stand to reason that it would be dormant for half the year," he said. "But Frog Hair isn't meant to be merely an escape from the cold. It's going to be a hold spot for golfers who want to fine tune their game or just have a night out with friends and family, no matter the season."

Golfers aim at a 12-foot by 9-foot screen. The simulator comes with a variety of courses or precision training in which the golfer aims at a target.

"It's the perfect place for new golfers, and children," Tatro said about using Frog Hair to learn the

game.

The simulator collects data from each player analyzing the quality of the swing, speed of the ball and club, angle, distance of the shot and spin rates. Regulars at the Frog Hair can create a file with all the data on their shots and use it each time they visit.

Tatro said discussions about starting up indoor simulators made him question, "Why wouldn't that work in Buffalo?"

The idea grew to include a bar and restaurant to complete the whole experience. In addition to solo golfers, small groups and business associates can rent the bays for events.

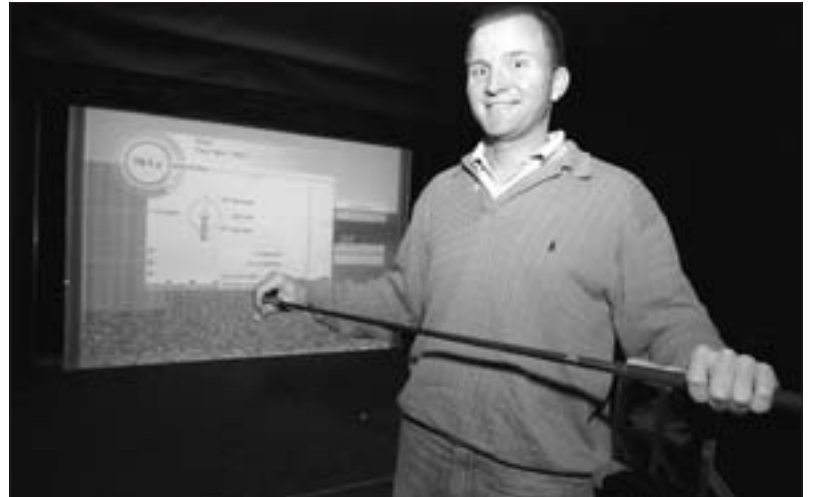
"It has a comfortable country club feel," he said. "It's a place to hit balls, have fun and get better."

Possible future plans include installing a putting green on an outdoor patio. A neighboring building will host a golf academy.

"The academy will use the greatest technology available in the game right now," he said. "The full service (program) is like nothing else in the country."

The academy is set to tentatively open the end of January and will be taught by Eran Kabakov, a local fitness instructor, and his company Physability.

Tatro said this will be the only facility of its kind in the area. With



**Tony Tatro**, PGA professional and Titleist Performance Institute certified and certified golf fitness instructor, demonstrates how to use one of the golf simulators located at the new Frog Hair Indoor Golf Experience, 7800 Transit Road, set to open Jan. 1.

*Photo by John Rusac*

Buffalo's short golf season and number of golfers, Frog Hair is able to find a niche in this region, he said.

Tatro said the facility will draw in users from hundreds of miles away, from college and high school teams, to professional athletes.

The majority of the instructional staff is PGA credited or currently in the process of achieving the title.

The simulator time varies and costs of use compares to regional outdoor courses, Tatro said.

Following its grand opening Frog Hair will begin to offer junior camps, men, women, seniors and couple leagues. Clubs are available at the facility.

The simulators are available from 8 a.m. to the last reservations being taken around 10 p.m. The restaurant is open daily from 11:30 a.m. to close, which includes the bar.

Applications are still being accepted for wait staff and dishwashers. For more information call 839-FROG or visit [www.froghair.com](http://www.froghair.com).

## College Planning Advisors Inc. *Get ahead; start planning the future now*

by **JILL SCHMELZER**  
*Reporter*

College planning can turn into an ulcer rather quickly if parents and teenagers don't start thinking about their financial situation soon enough.

Frederick Zwierlein, a certified public accountant, started College Planning Advisors Inc. approximately 18 months ago to assist those beginning their journey into the world of higher education. The business is currently located at 9712 Keller Road in Clarence Center.

Zwierlein meets with the interested parties and works with them throughout the financial process to find a path that is affordable.

He urges people to start college planning in the teenager's sophomore and junior years.

"Junior year is the most important because it is the year the federal aid forms are based on," Zwierlein said, noting that he will assist

in the application process and go as far as completing the form for his client.

"This interests me," Zwierlein said of what prompted him to start College Planning Advisors. "It's helping families and their children with something that is really important these days."

Zwierlein coached college soccer and said he remembered a few athletes who couldn't play because they had to work their way through school.

"There were forms they could have filled out for aid that they didn't know about," he said.

Once the aid is awarded, Zwierlein sits down with his clients and evaluates their financial situation.

"The important thing is to start early and plan early," the owner said. "Don't wait until senior year."

Zwierlein continues the financial studies of his clients throughout the student's college years, because those desiring aid need to reapply each year.

College Planning Advisors Inc. also works with H.O. Properties Group Inc. of Akron to help students and parents financially plan for college tuition.

For more information or to make an appointment, call Zwierlein at 741-4605 during regular office hours.

*e-mail: JSchmelzer@beenews.com*

**“It's helping families and their children with something that is really important these days.”**

— **Frederick Zwierlein**

**Business News**

**Kevin D. Gramlich** of Amherst was promoted to vice president of organ services at Upstate New York Transplant Services, Inc. recently. He has been with the organization 11 years and will manage clinical and professional education activities, relating to organ donation and transplant.

**Graham Arndt** of Amherst has been hired by Williamsville based Goldfarb & Associates as director of investment research. He holds several licenses including, Asso-

ciate Financial Advisor, Series 66 State Securities and New York State Life, Accident, and Health Insurance. Arndt is also a member of the Financial Planning Association of Western New York, the University at Buffalo Alumni Association, the Buffalo Society of Securities Analysts and the Amherst Chamber of Commerce.

**Brisbane Consulting Group, LLC**, a business valuation and management consulting firm, re-

cently had Nancy Condren of East Amherst join the firm as an analyst. She will be responsible for matrimonial dissolution, professional licenses and degrees and forensic accounting.

**Nelson E. Schule, Jr.** of East Amherst, a partner with Kenney, Shelton, Liptak, Nowak LLP, was named to the position of director of the WNY Defense Trial Lawyers Association. Schule, who concentrates his practice in litigation and the defense of civil

cases, recently conducted a seminar on lead paint litigation, sponsored by the National Business Institute.

**Market America**, an innovative product brokerage and Internet marketing company recently named David Sherman and Joan Dobrin of Williamsville and Ludmila and Viktor Busko of East Amherst to coordinators as independent distributors. For information, visit [www.marketamerica.com](http://www.marketamerica.com).