

Meetings

Naturally Chiropractic hosts fundraiser

The fifth annual "Boat of Hope Fundraiser" will be held from 10 a.m. to 2 p.m. on Sunday, May 6 at Naturally Chiropractic, 5759 Main St., Williamsville. The event will benefit "Hope Chest Dragon Boat Team," a nonprofit breast cancer group. At the event, doctors Brian Burford and Lori Milanovich will be performing chiropractic adjustment for \$10. Any patient may schedule to join; however, an appointment is advised. For more information or to make an appointment, call 631-1531.

An afternoon workshop to be held

Buffalo Niagara Sales & Marketing Executives will hold "Alignment of the Customer Decision Process to the Sales Process" from 2:30 p.m. to 7:15 p.m. on Monday, April 23 at the Millennium Hotel, 2040 Walden Ave., Cheektowaga. The event will feature speaker Mike Kiedis, who has more than 30 years' experience in helping large, medium and small businesses improve their sales efficiency and effectiveness. The presentation is designed to help attendees better understand the cultural, operational and accountability differences that create the basis for the dysfunction between sales and marketing. For more information, call 662-2279.

The 'Who You Know Expo' on April 24

The "Who You Know Expo" will be held from 9 a.m. to 9 p.m. on Tuesday, April 24 at the Hilton Garden Inn, 4201 Genesee St. The event is designed to promote commerce between businesses based in Western New York, offer local professionals the opportunity to promote their business and provide a way to make new connections. Guest speakers will enable participants to "Learn More...and... Try More" in their businesses. For more information, call 688-8675.

Patience is key when dealing with storm-damaged trees

by **JESSICA L. FINCH**
Associate Editor

A typical spring in Western New York is abundantly green as trees bud and flourish.

This year residents will need to play a waiting game to see if the trees on their property survived the October 2006 storm.

Ken Re of Russell's Tree and Shrub Farm said residents need to be patient.

"Some trees damaged in the October storm may not leaf out initially, but once they recover from the shock of the storm, they may leaf out later," he said.

However, it's important to know that some trees will leaf out as usual, but may die later because its remaining foliage was not sufficient to sustain the tree.

Residents can reduce the chances of a tree blooming, then dying, by not over pruning it, Re said.

"Residents should remove the jagged or rough branches, but don't over prune. The plant needs leaf material to produce food. Without enough branches that won't happen," he said.

Re added that between the branches that were broken off and those cut by the owners, an otherwise healthy tree could end

up decaying.

"It's better to wait and do pruning and shaping over a longer period of time," he said.

Anyone who believes he or she can't assess the damage is encouraged to obtain the assistance of a certified arborist, Re said.

Located at 9800 Transit Road between North French and Stahley roads in East Amherst, Russell's Tree and Shrub Farm has produced an informational sheet for customers.

"We started to realize that with spring coming everyone would see the damage from October and would be asking how to treat the trees," he said.

He offers the following tips to assess tree damage:

- Severity of damage — consider whether the damage is superficial, can be treated or is beyond repair. The most severe damage occurs when the main stem or trunk of the tree splits or is broken. Generally, if a tree has lost more than 50 percent of its branching structure, the probability of future survival is poor. Trees do not heal wounds; they only grow over them and seal them off. Wounds cause structural weakness, but there's not much that can be done to strengthen them.
- Is the tree bending? The

return of a tree to an upright position will depend on the degree of the bend and length of time the tree has remained in that position. Individual tops, or entire trees, can sometimes be staked to hasten recovery. However, results can be mixed.

• Has the tree blown over? For small to medium-sized trees, with at least 50 percent of the root system still in the ground, it may be possible to reset and brace the tree with guy wires.

• Are the branches broken? This is the least damaging of the challenges that will be faced, especially when the break occurs away from the main stem or trunk. The higher the break and the smaller the diameter of the break point, the higher probability for recovery. Broken branches generally do not affect tree survival unless more than 50 percent of the branch structure is involved. Broken branches need maintenance so that they do not pose a hazard and to reduce the risk of decaying organisms enter-

ing the wound.

Re also suggested tips for moderate pruning, which begins with trimming as little as possible. Reshaping could take several seasons.

Broken large branches should be cut back to either a main limb or to the trunk — but not flush, instead cut outside the collar. Safety is the most important step when pruning a tree. Re said that if a tree is large or the necessary work is way above ground level, call a qualified arborist.

Finally, when deciding to replace damaged trees and shrubs, be sure to consult a nursery for suggestions and planting information. "Be prepared to deal with possible shortages of some plant materials this year," the fact sheet from Russell's stated. Questions can be directed to Russell's Tree and Shrub Farm at 689-6764.

“It's better to wait and do pruning and shaping over a longer period of time.”

— Ken Re, of Russell's Tree and Shrub Farm

e-mail: jfinch@beenews.com

Rough named national director at Bally Total Fitness

Bally Total Fitness has promoted Robbie Rough of Williamsville to national director for group exercise within the corporate fitness services team.

In her expanded position, Rough will draw from her 25 years of experience at Bally to develop and manage all aspects of the company's nationwide fitness services group exercise program.

"It's been a tremendous honor to create and instruct fitness programs that help our members achieve visible results, and I look forward to implementing them on a national scale," Rough said. "Bally's combination of exciting group exercise classes, personal training and in-depth nutritional services are

what help our members look and feel their best."

Prior to her to being named national director for group exercise, Rough was the regional group exercise director for the Northeast and Midwest teams since 1987.

Additionally, over the past decade, Rough has served as national master trainer for Bally's signature Kwando and Powerflex classes, training thousands of instructors nationwide and throughout Canada.

In 1983 she served as an aerobic coordinator in the Upstate New York market, and in 1982 was a group exercise instructor.



Rough

In the early 1990s, ESPN named Rough a "National Leader in the Fitness Industry" and also recognized her Peak Performance Aerobics class as the largest regularly held exercise class in North America, with more than 400 people in attendance.

Rough produced her own exercise video in 1990, which was used as a training tool for the Soviet Union National Aerobic Championships. The video was distributed nationwide and sold in 32 countries.

Rough, a registered nurse, also holds several national certifications.

Sabres tickets to be auctioned at Bids for Kids

Outback Steakhouse, Amherst location, will cater the Boys and Girls Clubs of the Northtowns largest fundraiser of the year, Bids for Kids.

The event is from 5:30 to 11 p.m. Friday, April 27 at the Knights of Columbus, 775 Erie Ave., North Tonawanda.

Highlights of the event include a reverse raffle, silent auction and live auction with John Feuz, general manager of Towne Buick, officiating at the latter.

Bids for Kids major sponsor, Outback Steakhouse, will once again donate and cater the dinner. The staff volunteers their time to work at the event.

Outback Steakhouse, 1551 Niagara Falls Blvd., Amherst, has been a sponsor of the clubs for many

years. Other sponsors include Confer Plastics, Tops Markets and Budwey's Supermarkets.

In addition to a chance to win a share of more than \$7,000 in cash prizes, some of this year's auction highlights include: a pair of Sabres playoff tickets; an overnight stay and gift certificate for Seneca Niagara Casino Hotel; Shaw Festival theater tickets; a pearl necklace from BOMI Grelick; one year of holiday arrangements from Floral Accents; a gift certificate for a family portrait from Tantalio Photography; a Buffalo Bills No. 71 Jason Peters autographed football; a Srixon Staff golf bag; and a weekend boat cruise, compliments of Canal Princess Charters.

For tickets or more information, call Karen Cash, director of special events, at 873-9842, ext. 207.

Business News

The Independent Insurance Agents' Association of WNY Inc. will hold a meeting at 12:15 p.m. Wednesday, May 2 at Fanny's Restaurant, 3500 Sheridan Drive. The topic will be "What is my Agency Worth." The keynote speaker will be Michael J. Fletcher, vice president with Hales & Company, an investment bank and financial advisory firm. Registration is from 11:45 a.m. to 12:15 p.m. and the cost is \$15. For reservations, call 634-1212, ext. 217 or e-mail iaawny@chicceonemail.com. The deadline is April 27.