

Meetings

Create a winning business plan this January

SCORE of Buffalo Niagara will host the program, Creating a Winning Business Plan, from 8:30 a.m. to noon Wednesday, Jan. 16 at the Canisius College Center at Amherst, 300 Corporate Parkway, Amherst. Those who attend the event will receive a 55-page SCORE booklet titled "Business Planning Guide & Financial Formats for All Small Businesses" plus expert, detailed instructions on how to complete each page for the participant's business. The cost to attend is \$45 and includes the Business Planning Guide. Veterans may attend the workshops at no charge. For more information on SCORE, call 551-4301 or visit www.scorebuffalo.org.

BNSME names 2007 Executive of the Year

The Buffalo Niagara Sales & Marketing Executives has announced its 2007 Executive of the Year: Brian J. Lipke, chief executive officer of Gibraltar Industries. The organization also invites the public to take part in the awards gala by naming the top achiever in sales or marketing with the Distinguished Sales and Marketing Award. The awards ceremony will take place at 5:15 p.m. Monday, March 3 at the Marriott Hotel, 1340 Millersport Highway, Amherst. There is no fee for members. The cost is \$20 for students and \$50 for nonmembers. The cost is \$450 for tables of 10, which include signage and recognition in the gala slide presentation and program and from the podium. For more information, call 662-2279 or e-mail bnsme@bnsme.org.

Canisius College hosts Selling to Government

Women's Business Center at Canisius College will hold a program titled "Selling to the Government" from 5:30 to 8:30 p.m. Wednesday, Jan. 30 at its center, located at Canisius College, Demerly Hall 2365 Main St., Buffalo. The session will focus on how selling to the government can increase revenue. For more information, call 888-8280.

Parlour offers professional services in a vintage setting

by JESSICA L. FINCH
Associate Editor

After years in a large salon, Josie Consiglio wanted to get back to basics.

She opened Parlour with the idea of a vintage, traditional beauty parlor. The she added her own modern design.

"The salon had become too big; there is something to be said for individual attention," she said. "We offer personalized attention; we don't want clients to feel rushed."

This past June, her vision became a reality. She opened Parlour at 5596 Main St., in the heart of Williamsville. The salon was designed by Consiglio, who wanted the atmosphere to be warm

and inviting.

Taking a new path in her career, Consiglio said owning her own salon was better than she expected.

"This is a prestigious area to have a business. It's centrally located," she said.

Consiglio carefully selected the products she carries in the salon. Hers is the only salon in the area to offer Davines, an Italian brand of hair products.

"It's the forefront of all the newest lines. It's just hitting the market and filtering into the USA," she said.

Davines also provides reusable packaging, which is made from recycled plastic.

Parlour offers a new keratin hair-straightening system and al-

so manicures, pedicures, eyelash extensions and sugaring, which is a method of hair removal. Men's haircuts are \$25, and women's range from \$30 to \$50. Parlour will also be featuring hair extensions soon.

"I want my clients to feel very warm, inviting. They can come in, sit down on the couch, and have enough coffee and cookies," she said. "It's a homey, yet professional, experience."

She added that she wanted to steer away from the industri-

al/mechanical feel of large salons. Parlour is open from 10 a.m. to 8 p.m. Monday, Wednesday and Thursday; 10 a.m. to 6 p.m. Friday; and 9 a.m. to 2 p.m. Saturday. It is closed Tuesdays and Sundays.

"We offer personalized attention; we don't want clients to feel rushed."

— Owner Josie Consiglio

For information, visit online at www.parlourmain.com or call 565-3060.

e-mail: jfinch@beenews.com

Williamsville native gives whiskey a twist

by ELIZABETH TAUFA
Reporter

Several factors ushered Williamsville native Rick Wasmund into the whiskey business. Chief among them were his love of fireplaces and the smells of various burning woods, as well as a desire to change his career path.

"I was looking for something new to do because I had been selling insurance for 15 years," Wasmund said. "So I went to all the distilleries in the United States and started fooling around with numbers and business plans to see if it could be done."

As it turns out, it could. After a trip to Scotland to visit distilleries and to intern at Bowmore Distillery on the Inner Hebridean Island of Islay, Wasmund returned to Virginia, where he had moved after graduating from college, and began working on his business.

Wasmund and Copper Fox Distillery Enterprises, LLC has its home in the Blue Ridge Mountains of Sperryville, Va.

The first run of Wasmund's Single Malt Whiskey began in January 2006.

What makes Wasmund's a unique whiskey, according to its creator, is that it is smoked with fruitwoods, such as apple wood and cherry wood, rather than the traditional Scottish peat, which changes the flavor of the drink.

"The Scottish use peat to make their whiskey because that's their available fuel source," Wasmund said. "Our available fuel source in

Virginia is apple trees."

Wasmund's distillery is also the only one in the United States that malts its own barley, which is grown by nearby Virginia Polytechnic Institute and State University, he said.

Wasmund found his first market in nearby Washington, D.C. Currently, the whiskey is being sold in 14 states, including Western New York, where it was introduced in October.

"We're now in 20-plus stores from Lockport to Olean," the Williamsville North graduate said. "To go in a store here and see my bottle nicely displayed — if I'm in the

right mood — it brings a tear to my eye."

Wasmund noted that his small business has little money for advertising, which leaves the majority of promotion to him as he goes to various liquor stores and bars with samples and holds tastings for prospective consumers.

"The best thing about coming to Western New York is that I'm among friends," he said, "I want (the whiskey) to be successful here just so I can keep coming back."

As far as the future goes, Wasmund hopes to grow the business to sell about 10,000 cases a year, which would allow him to keep control over the quality while still maintaining a profit.

"I want to stay small enough to keep the focus," he said.

e-mail: etaufa@beenews.com



GIVING BACK — Winning Smiles Pediatric Dentistry donated 100 pounds of candy to the Buffalo City Mission, which had been donated by youth who received it on Halloween. Pictured, left to right, Christy Alexander, patient relations coordinator for Winning Smiles, Mike Smith, executive director at the Buffalo City Mission, and Kristy Sarratori, dental assistant, open the donation on Dec. 4. Also, a check for \$218 was donated to the mission. The money was raised by a match program, "Got Candy?" — for every pound of candy donated by a child they received \$1, and \$1 was donated to the mission. First place winner was Katherine Metzler, who brought in 24 pounds of candy and won an Apple Ipod; second place winner was Alexandra Jehle (19 pounds) won a \$50 giftcard to Toys R' Us and the third place winner was Emily Sikorski (12 pounds) and she won a \$25 giftcard to Regal Cinemas.

Business News

BNI Business Makers will meet at 7 a.m. Thursday, Dec. 20 at Amberleigh, 2330 Maple Road, west of Transit, Williamsville. Diane Fronckowiak of Arcara & Borczynski will be the guest speaker. Her topic will be on "Audits Demystified." Call 913-1541, for information. BNI Business Makers will not meet Dec. 27.

Jennifer L. Hatcher of Williamsville has been named a manager at Tronconi Segarra & Associates. She is a member of the firm's Tax Consulting and Compliance Department. The firm is located on Main Street in Williamsville.

Kittinger Furniture Company has opened a gallery at 5363 Transit Road, north of Maple Road, Amherst. The gallery is open seven days a week. For information, call 204-4040.

BNI Business Makers will

meet from 7 to 8:30 a.m. Thursday, Jan. 3 at Amberleigh, 2330 Maple Road, west of Transit Road. Steve Colley will be the guest speaker. Call Deb Nye at 913-1541 for information.

Bagel Jay's has opened its third location in WNY, the newest at the corner of Millersport Highway and North Forest Road. The store opens at 6 a.m. weekdays and 6:30 a.m. on weekends.

Western Division Federal Credit Union, based in Williamsville, received the Bauer-Financial Exceptional Performance Award for the 15th consecutive quarter. The five-star rating in financial services is awarded quarterly to top financial institutions around the country. The rating represents the highest level of credit union operation in terms of financial safety, strength and performance.