

Meetings

Recruiting strategies discussed July 23

The Buffalo Niagara Partnership will hold the next event in its Education Seminar series, Creative Recruiting Strategies, from 8 to 10 a.m. Wednesday, July 23 at The Partnership, 665 Main St., Suite 200, Buffalo. The event, presented by Superior Technical Resources Inc., will include discussion on finding innovative ways to source talent. Using a panel discussion format, the event will feature several large Western New York employers sharing the alternative recruitment strategies that help them to identify stellar candidates in the current marketplace. For more information call 541-1770. Registration is also available on-line on the events calendar of the Partnership's Web site, www.thepartnership.org.

Women's Business Center holds event

The Women's Business Center at Canisius College will hold a speed networking event from 2 to 4 p.m. Wednesday, July 23. The center is located at 300 Corporate Parkway in Amherst. The WBC and 50 other businesses will be on hand for the intense networking event in which the participants share 30-second elevator speech with other business owners. Space is limited as the event is free for members of Women in Networking while visitors will be charged \$20. To register or for more information about the event or the WBC, call 888-8280 or visit them on-line at www.canisius.edu/wbc.

New breast health program funding available

Susan G. Komen for the Cure is accepting applications to its small grants program. Promoting the mission of Komen for the Cure and increasing the capacity of effective breast health and breast cancer programs, funding is available for small grants, conference grants and travel scholarships. For more information about the program, visit www.komenwny.org or call Delia Joslyn at 523-9346.

New business brings rare items to Town

by DARLENE M. DONOHUE
Reporter

For those who desire the latest trends in fashion or seek a rare accessory, the place to go is The Wear House Accessorized, which recently opened its doors in the Amherst community.

Although it is a new addition to the Transit Road/Maple Road business area, the owners have had long-standing success and a remarkable reputation in Western New York.

Sandy Wisbaum and Leah Steinhart (formerly Bengart) established The Wear House during the 1970s — a time when women's clothing stores, especially those owned by women, were unheard of in the area.

"We were the first to bring a business with off price, discount clothing to the Western New York area," stated Steinhart. "It was a bold thing to do — two women going into business."

The pair said they manage to run a successful business be-



Sandra Wisbaum and Leah Steinhart recently opened their store, The Wear House Accessorized, at 8243 Transit Road in Amherst. The pair have been business owners for more than 30 years.

Photo by Amy Krakowiak

cause they cater to their customers, provide the most up-to-date fashion and are involved with community.

"Most woman like items that are new or different, so we travel

all over the country and overseas to find those types of fashions and accessories," said Wisbaum.

One can tell by looking at their client database, which contains

more than 2,000 e-mail contacts, that these ladies have a strong fan base.

"We have customers who have been shopping at our store since the beginning. People from all over come into our shop, even from Toronto," said Wisbaum. "They like that we offer different items each time they come in."

The store sells some women's apparel and hundreds of accessories that can be worn from head to toe.

"We have jewelry, hats, scarves, sunglasses and novelty items that are offered at very reasonable prices," noted Wisbaum. "You don't have to spend a lot to find an accessory that will compliment a simple black dress."

The women's accessory shop was previously located in the Fashion Outlets of Niagara for 33 years before it moved to its new location at 8234 Transit Road, in the Lowe's Plaza, near Maple Road in Williamsville. It is open from 10 a.m. to 6 p.m. Monday through Saturday.

New procedure helps patients with certain corneal disease

An Amherst ophthalmologist is offering a new surgical procedure to patients with certain types of corneal disease. The procedure eliminates complications and drawbacks of traditional corneal transplant surgery.

Dr. Paul C. Holmwood of Eye Care and Vision Associates is one of only a few ophthalmologists performing Descemet's stripping endothelial keratoplasty, a recently developed technique designed to provide the benefits of a corneal treatment without the long recovery time.

Holmwood said that in the past, a clouded cornea due to certain diseases such as Fuch's corneal dystrophy had to be removed in its entirety and replaced by a donor cornea from the tissue or eye bank. The transplanted cornea must be stitched into the patient's eye with multiple stitches.

He explained that the patient's vision is often poor for months due to the stitches causing astigmatism or warpage, and the stitches must remain in place for six months or more. Even when the stitches are removed, there may be so much astigmatism that good vision can only be obtained

by wearing a rigid contact lens, even though the new cornea is perfectly clear.

"DSEK offers the ability to transplant only that part of the cornea that is defective with a new, properly functioning part and no stitches — thus creating a clear cornea with excellent potential for good vision," he said. "In this surgery, the patient keeps his or her own cornea, but the inner layer is peeled away and replaced by a thin piece of a donor cornea."

The surgery is performed in an ambulatory surgery center under local anesthesia with sedation and takes 15 to 30 minutes. The patient must take postoperative drops to prevent infection, inflammation and graft rejection.

Vision returns rather quickly compared to conventional corneal transplantation (a few weeks compared to many months), and there is no need to remove stitches or possibly have the donated tissue dislocate with trauma as with traditional corneal transplants.

For more information, call ECVA at 631-888. The Amherst location is 1 Hopkins Road.



PRESIDENTIAL APPOINTMENT — James M. Boles, president and CEO of People Inc., was one of 13 new members appointed to the President's Committee for People with Intellectual Disabilities. Appointed by President George W. Bush, they were sworn in by U.S. Department of Health and Human Services' Deputy Secretary Tevi D. Troy, Ph.D., on July 3 in Washington, D.C. The committee provides advice to the president and to the Secretary of HHS pertaining to matters relating to programs and services for people with intellectual disabilities.

Business News

The Buffalo Niagara Chapter of the National Association of Women Business Owners has installed its new officers: Suzanne Witnauer, president; Nicole Fiorella, president-elect; Jean Powers, past president; Nancy DeTine, secretary, and Renee Cerullo, treasurer. Directors are Michelle Bonn, Kristine Buchband, Marilyn Cote-Miller, Joyce DeLong, Celeste DiStefano, Barbara Maira, Maryann Salvatore and Carolyn Valenti.

Univera Healthcare recently received three Excalibur Awards from the Buffalo/ Niagara Chapter of the Public Relations Society of America for its Fun 2B Fit program. Univera received a gold Excalibur for the Fun 2B Fit program in the Community Relations category, a bronze Excalibur in the Brochure category for a Parent Information Card and a gold Excalibur for a feature story entitled "Healthy Options on the Lunch Line."

Business News

The Schwartz Group, a provider of marketing services to the healthcare industry, located in Amherst, announce that Ira J. Wood rejoined their management team as director of operations. Previously, he worked at the Schwartz Group from 2002-2006 before leaving to work at a leading medical communications firm.

Mark A. Maier has been named vice president of Good Samaritan CareGivers, Inc., a senior companion care company providing in-home, non-medical services, located in Williamsville. He previously held responsibilities as the general manager for Century Golf Partners and Arnold Palmer Golf Management.

Kevin Valazza has joined MetLife, located in Williamsville, as a financial services representative. He is a New York State Life, Health and Securities licensed representative, and licensed in New York State for Property and Casualty insurance.

Carr Marketing Communications Inc., a public relations and marketing consulting firm in Amherst, has been awarded a Silver Excalibur Award from the Buffalo/ Niagara Chapter of Public Relations Society of America for the development of a regional senior care Web site, WNYSenior-Care.org.

Esther S. Takeuchi of East Amherst, Ph.D., Greatbatch Professor in Power Sources Research in the UB School of Engineering and Applied Sciences, has been selected as a 2008 recipient of an Astellas USA Foundation Award, administered by the American Chemical Society. The \$30,000-award carries an invitation to deliver an award address as part of a symposium during the 236th ACS National Meeting. She is being recognized for development of silver-vanadium-oxide battery technology that enabled the development of lifesaving implantable cardiac defibrillators.