

## BRIEFLY

## Auto Club To Have Meeting

The Chautauqua Lake Region Antique Automobile Club will meet at 7:30 p.m. Wednesday in the Fluvanna War Vets. Guests are welcome to attend. The club is open to anyone interested in antique and classic automobiles. For more information, call Al Oag at 483-6287.

## CCHS Holding Rabies Clinic

The Chautauqua County Humane Society, Strunk Road Adoption Center at 2825 Strunk Road, will be holding a free rabies clinic from 1 to 4 p.m. Saturday and will be offering pet microchipping for \$15. There will also be a volunteer photographer on hand to take a current picture of your pet that CCHS will keep on file to further assist owners should their pet become lost. Owners should bring their pet's previous rabies vaccine certificate as the pet may qualify for a three-year vaccine. Any dog, cat or ferret three months or older may receive the vaccine. Rabies vaccines are given at no charge. For further information or to find out how you can volunteer to help reunite lost pets with their owners, contact Sue Bloom at 716-665-2209 ext. 205.

## Fun Night Set For Tuesday

Team Rehab from the American Cancer Society's Relay for Life will host a Family Fun Night at Friendly's Restaurant on Tuesday. A portion of the food sales between 5 and 8 p.m. will be donated to the American Cancer Society. There will also be a 50/50 giveaway and chances to win a gas grill.

## Church To Host Easter Activities

The Southside Baptist Church, 1633 Martin Road, Jamestown, past Strider Field, will host an Easter weekend beginning with an egg hunt at 1 p.m. Saturday, April 23, rain or shine, for children between the ages of 1 and 10. Carnival games and a coloring contest will also be featured. A free breakfast will be at 9:30 a.m. Easter Sunday, April 24, followed by a worship service at 10:45 a.m. The public is invited to attend. For more information, visit [www.southsidebaptistchurch-ny.com](http://www.southsidebaptistchurch-ny.com).

## Egg Hunt, Meal To Be Held

Healing Word Ministries Church of God, 1006 W. Third St., Jamestown, will hold a free Easter resurrection breakfast beginning at 9 a.m. Saturday. An Easter egg hunt for children, ages two to eight, will be held at 10:30 a.m. Participants should bring their own basket. For more information, call Yvonne Johnson at 483-3687.

## Poland Sets Cleanup Day

KENNEDY — The Town of Poland will hold its town clean-up day from 9 a.m. to noon Saturday, April 30, regardless of weather. Anyone participating should bring yard debris to the Kennedy Town Hall parking lot on Church Street in Kennedy. All other junk can be taken to the town highway barn on Grubb Hill Road. No food garbage, tires, large appliances or computers are accepted.

## Meeting Date Changed

SOUTH DAYTON — The May 5 budget hearing/board meeting of the Pine Valley Central School Board of Education has been changed to 7 p.m. Tuesday, May 3. The May 19 board meeting will begin at 8 p.m. instead of 7 p.m. Meetings are held in Room 5 in the Pine Valley Elementary School.



Jack Munella Jr., Italian American Charity Golf Association chairman, is pictured presenting a \$50,000 check to Betsy T. Wright, WCA Hospital president and chief executive officer, representing the proceeds from the 2010 Italian American tournament. It is first installment of a three-year, \$150,000 pledge for the purchase of electromagnetic navigation bronchoscopy to aid in the diagnosis and treatment of lung cancer.

## First Step

## IA Golf Assn. Begins Cancer Campaign

The Italian American Charity Golf Association recently presented WCA Hospital with a \$50,000 check, proceeds from the 2010 IA golf tournament.

This is the first installment of a three-year, \$150,000 pledge to continue the association's support of local cancer care at WCA Hospital with the purchase of a minimally-invasive lung navigation system which will result in earlier diagnosis and treatment options for lung cancer patients.

"On behalf of the WCA family, I want to commend and thank the Italian American for their unwavering dedication to WCA Hospital and to the improvement of the cancer prevention, treatment, and services we can provide," said Betsy T. Wright, WCA Hospital president and chief executive officer. "I am again reminded of the generous and passionate spirit of our com-

munity as together we continue our fight against cancer."

The 2011 golf tournament, scheduled for June 9 to 11 at Holiday Valley in Ellicottville, will mark the IA's 41st anniversary. Since its inception in 1971, the Italian American Charity Golf Association has contributed more than \$960,000 to support cancer research, diagnosis, treatment and care and is on a "mission to a million" to surpass the \$1,000,000 mark this year.

"The success of the Italian American is due to the generous investment of many businesses and individuals in our community who are committed to highest quality of local cancer care," said Jack Munella Jr., Italian American chairman. "We are very thankful for this commitment because we know our families and friends will be better served here in our community hospital.

We gratefully ask our community to help us in reaching our mission to a million this year."

Electromagnetic Bronchoscopy is an electromagnetic lung navigation system that provides a minimally invasive pathway to peripheral lung lesions, even for patients with procedure-restricting conditions. It will enable highly-skilled WCA Hospital physicians to locate, gain access to, test, and plan treatment for lung lesions and lymph nodes that are often difficult to access safely or precisely with traditional procedures. Pulmonologists can take tissue samples and place radiosurgical markers in and around lung tumors. The technology helps thoracic surgeons to perform appropriate surgical procedures and radiation oncologists better plan and treat patients with external beam radiation at the WCA Cancer Center.

## Benson's Heartbeat

## Store Owner Takes Pride In Service

BY SALLY STAUFFER  
[editorial@post-journal.com](mailto:editorial@post-journal.com)

The glass doors of Benson's Ladies Apparel on North Main Street in Jamestown open on a cool, calm interior and quickly a slim, chic woman greets you and the world of Pendleton and other classy ladies clothing swirls around you. It is an air of "je ne sais quois" about Marlene Ferraloro that entices you to submit to her offers of finding "just the right thing for you." Marlene is the heart and soul of Benson's and has been since 1984 when she and her aunt began the business on Third Street, fresh from a Benson's that had been at the mall. Those early years Marlene refers to as "the best," when things were hopping in downtown Jamestown and businesses were successful and people actually shopped there. Everyone remembers when Friday night especially was the big night on the town. Many stores were open late and it was fun to eat at the Pub, romp through the stores like Bigelow's, Carnahans, and Bin's, and run into friends doing the same. It was exhilarating and it felt good to just generally enjoy the atmosphere of the city, lit up at night and welcoming each person.

Marlene's personal history is just as interesting. She's a Jamestown native, growing up on Sherman and Allen streets with her mother and father and one sister, after World War II when again, Jamestown was prosperous and life was good. Her mother, at 96, is in a retirement home in Warren and her sister lives in Georgia. Marlene visits with her mother each Sunday and relishes time spent with one from the "greatest generation." Today her life is devoted to her two granddaughters, Morgan, age 6 and Madison, age 3. Her daughter Alicia Troutman lives nearby and Marlene's access to the children is free. The other major "friend" in her circle is her standard poodle, Fedora. As with so many people who love animals, this dog is a devoted companion and another "heartbeat" in her home filled with constancy and loyalty.

Another constant in Marlene's life was her husband Tony, now deceased. Her love and devotion to him shines through a conversation about him; it is an ineffable quality between people who shared such devotion. She talks of his uncanny ability as a cook and one who made delicious meals. Though he was a banker professionally, she speaks of other qualities about him that were memorable for her, and, having known him since she was 14, made her affection for him long-lived.

Her granddaughters, in her words, "are wonderful and are the light of my life." Other things which occupy her are her house in Lakewood, her involvement with Lakewood Rotary, and her abiding interest in her Marvin House membership. She has a sustained interest in art, painting, and speaks glowingly of her years under Helen Gilbert's tutelage. She is also quite a reader and enjoys fiction the most. She is also a consummate movie fan. Her residency in Lakewood is pleasing to her. She describes it as "I'm out but yet I'm in." Being in the lovely village and part of the Lakewood population is very comforting but she also likes the idea that she can enjoy the outdoors, the lake and the beautiful surroundings of the village. She is an advocate of the services the village provides, saying, "They are always taking care of the village." She enjoys her yard and minor excursions into gardening.

Marlene is confident in her ability to provide what women want. "I know there are women who seek out good clothes," she says. Thus, her retail business caters to the "non-warehouse shopper." The assortment of merchandise and its quality is apparent as you peruse the racks of suits, shirts, jacket/pants sets and eccentric, but beautiful, jewelry. She says exuberantly: "I've always loved this business — a lot." In 1990, she moved her business to the North Main Street location and in spite of the economic downturn the county was awash in, she persevered. Her business, being the only game in town for women looking for "good clothes," has met a specific need. She has felt that this monopoly she maintains is why her business can be viewed so optimistically. She feels that all in all, business is improving in the city proper. She thinks that the city leaders are on the right path, in many cases. This store is known for its courteous way with customers and the exclusive way she effortlessly draws the right customer to the right apparel. She often orders special things for customers and as she says, "I have the most wonderful customers." Her enthusiasm and joy in owning a business of such specialization is comforting and fulfilling for her. Like others who shop there, we wish for it to go on forever.

## People &amp; Places



SALLY STAUFFER

## Everyone's Neighborhood

BY LEE HARKNESS  
[editorial@post-journal.com](mailto:editorial@post-journal.com)

Last week I outlined and summarized the DJDC part of our annual meeting. I promised that I would summarize some of our guest speaker's thoughts during his presentation. In review our guest speaker was Mayor A C Wharton Jr. of Memphis, Tenn.

Mayor Wharton said you need to look at your downtown as a place to call home — where you would live with your wife and raise your children, own a home and further your family careers. Your (or anyone's) first impressions of a city come from its actual downtown.

Downtown was/is where your city's brand comes from. It is the seat of the government, finance and even more importantly where people lived. He talked about Memphis and how forces accelerated suburban sprawl and core city divestment during the 1960s and 1970s causing the downtown to lose its brand. Instead of a place where people lived, it became dead.

What turned things around? Mayor Wharton indicated some very brave, very visionary and also very lucky people invested in downtown Memphis. These people invested in hotels, new homes, banks and offices where people said no one would go. They had vision and they had patience.

On both a state and local level, government took a strong proactive role in helping to shape the future of the downtown. They offered all kinds of adjusted economic development tools for people who wanted to contribute to the downtown. Elected officials knew and understood that a city without a strong center is no city at all. Because a body that has no heartbeat cannot live and certainly cannot thrive. Today downtown Memphis is a thriving entity with \$3 billion worth of development underway downtown.

Mayor Wharton again asked the question why is downtown important? Are there not other business districts? Why do we spend time and energy and money worrying about downtowns? One big reason: it is what people want. Especially young, college-educated, highly mobile knowledge workers. Recent studies indicate that dense urban neighborhoods are and have grown in population — even though there is a general population loss. So if recruiting talented young people is important to you and your economic development strategies, investing

## DOWNTOWN CHATTER



LEE HARKNESS

in a livable, vibrant downtown should be the first thing on your agenda.

People respond to authenticity, and this is what downtowns have in so much rich abundance. The building stock, the streets, the people, the stories and the history. You can find all of these things downtown and they

do not exist in other parts of your community. Those who answer the call to invest and improve our downtowns will have their challenges but they can be overcome. Police, businesses and residents must work together to make the downtown more beautiful.

Downtown is not your neighborhood. It is everyone's neighborhood. Consider the potential of every person in your downtown and remember they are not just residents or visitors. They are potential residents, investors, entrepreneurs and visionaries. The investments you make and the work you do together will pay off. As your community grows it will become stronger and busier and more populous. Along with all of this, you will notice many changes. More young, smart people will be on the streets. Storefronts will become more varied and interesting. Major employers will pay more attention to you. Your city's environmental impact will diminish as density makes it easier for the city to deliver services and takes people out of their car more.

In other words if you want to save the world, move downtown. It is true in New York City, it is true in Memphis and it is true in Jamestown. Mayor Wharton complimented us on our pride and our aggressiveness. He said when he arrived they drove around and he could see these values. I think we all want to thank Mayor Wharton for his visit and his presentation. I want to thank him for his thoughts here and I hope he does not mind that I borrowed them so the rest of our Jamestown community can take advantage of his wisdom. And you know when you think about it, although the players may be slightly different, we have many similarities to his thoughts in his presentation right here in Jamestown.