7-CONCERT SLATE SET FOR 2017!

Ellwood City's 2017 Summer Concert Series lineup, with performances held in the Community Plaza, 524 Lawrence Avenue:

- **Saturday, June 17**: Harmony-Zelienople Community Band
- **Saturday, June 24**: Allegheny Brass Band
- **Saturday, July 8**: Beaver County Wind Symphony
- **Saturday, July 15**: Wrangler Band
- **Saturday, July 29**: Harmony-Zelienople Jazz Band
- **Wednesday, Aug. 9**: Tim Zimmerman and the King's Brass
- **Saturday, Aug. 19**: NOMaD

**Showtimes**: 7 p.m.
**Admission**: Free
**Seating**: Bring chair

And: Shows held in Lincoln High School auditorium in the event of rain.

For more information: Contact Ellwood City Community Enrichment at (724) 758-5501.

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**Definitely cool!**

Lydia Brubaker, 3, presses her nose against the ice cream case during Sweet Caroline's grand opening at 507 Lawrence Ave. in Ellwood City on May 19... then enjoys a chocolate cone.

Sweet Caroline's tempts taste buds, defies description

By William V. Foley
For The Chamber

ELLWOOD CITY — Fifty-seven minutes after Sean Brubaker and daughters Rachel, 5, and Lydia, 3, became the first official customers of Sweet Caroline's, and 35 minutes after the Calvin Presbyterian Church pastor and his chocolate-smudged-faced children had left the ice cream shop's grand opening, the line at 507 Lawrence Ave. had lengthened to 10. Then 11. And 12.

No. 13 in line, at 2:54 p.m. May 19, was Bobbi Szakelyhidi, 34, of Ellwood City. Szakelyhidi knew there would be a reward for her wait when she stepped to the counter five minutes later.

"Chocolate," she exclaimed. "I am a chocolate person."

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CUSTOMERS ENJOY "CARAMEL-Y" ICE CREAM IN "HIPSTER-Y" ENVIRONMENT

Sweet Caroline’s defies description

"Customer: ‘I’m always excited for ice cream’"

The creation of Sweet Caroline’s was publicly announced in March, and within 90 hours over seven days, Scott and Caroline Golmic—who returned in 2014 to Caroline’s hometown from the Pittsburgh suburbs—converted the former Blocher Jewelers building into what is believed to be the first ice cream shop on the eastern end of Lawrence Avenue in at least five decades.

Sweet Caroline’s Windy Ridge Dairy chocolate, vanilla, chocolate peanut butter, cookie dough, butter pecan, mint chip brownie, black raspberry and caramel pretzel—flavors identified in neat, all-capital yellow, pink and green chalk letters behind a counter operated by the Golmics and relative Yvonne O’Vial—drew attention during the grand opening and later, raves.

Its gluten-free, dairy-free, chocolate banana ice cream was a healthy hit for Ashley Smith, 31, who visited Sweet Caroline’s with fellow Ellwood City resident and new business partner Ashley Jubach, 30.

“We’re really excited that they opened here on Lawrence Avenue,” said Smith, a native of Macon, Ga., who with her husband, Mike, relocated five years ago to his hometown of Ellwood City.

She and Jubach, her Ewing Park neighbor, plan to open Revive Yoga and Beauty on Fifth Street in mid-June.

“I’m just excited for new business in Ellwood. And I’m always excited for ice cream,” Smith said as she dipped her spoon into a pint-sized cup and Jubach worked on a caramel pretzel cone and their own business plan.

“People are wanting to invest in this town and it is exciting. Everybody who I have met so far is very nice and very friendly.”

Added Jubach, formerly of New Castle: “I am so excited to be opening here and to see things growing. I just love it.”

As she did the caramel pretzel cone.

“It’s amazing,” Jubach said. “It has chocolate-covered pretzels and it’s caramel-y and it’s delicious. It’s pretty far up there on the best ice cream I’ve eaten.”

“Like something you would find on a boardwalk”

Customers—many of whom stood on the original hardwood floor in open-toed sandals befitting the 71-degree outdoor temperature—were equally quick to compliment the Golmics’ taste in re-designing a building that for 60 years housed Blocher’s Jewelers.

Callie Steele, 18, of Ellwood City, and friend Garrett Jageman, 19, of Erie, sat on a low former church pew placed in front of a series of 28 bright, vertical wall stripes of varying widths and lengths that race toward ornate cornices and 13-foot-high white ceilings featuring original decorative tiles.

“There’s a bunch of different colors, but they are all cohesive.” Steele said as she and Jageman studied the three strands of suspended string lights that span the length of the shop, their 45...
HOT DOG! CHAMBER PICNIC, FRANKLY, A SUCCESS

Outing a thank-you to 376 members

By William V. Foley
For The Chamber

Every year we see more and more new faces. The chamber has grown so much, so we are seeing new members all the time.

ELLWOOD CITY

— Cake in hand, 51-year Ellwood City resident Bruce Thalmann circumvents the congestion inside Wolves Club Shelter No. 4 in Ewing Park, and between forkfuls admits he doesn’t recognize many of the 100 faces attending the third Ellwood City Area Chamber of Commerce Thank You Picnic.

Unfamiliar faces such as those of Mike and Christina Handley, Cranberry Township residents who are taking photographs in front of a nearby “Small Town-Big Living” chamber banner suspended by stately trees. Unfamiliar faces that show the face of the Ellwood City Area Chamber of Commerce is growing.

“I am seeing new people here, people I have not seen before at other chamber events,” Thalmann, a 20-year member of the Ellwood City Rotary Club, said at the May 10 picnic. “Younger people too, which is nice. And we have new businesses coming into town, and some of those people are getting involved.” Caroline Golmic, president of the Ellwood City Area Chamber of Commerce board of directors, said she too noticed the new faces.

“It’s refreshing,” she said. “There are a lot that are familiar, but there are a number of new members who have joined throughout the year and it is exciting to see the new faces here. It means we are doing something right and pulling things in from the outside, which is what we are looking to do.”

“We’re here to network”

The Handleys — he 44, she 35 — are among the younger members who are new to the Ellwood City Area Chamber of Commerce. The Cranberry Township residents, and Tracey Hughes, of Fombell, operate Allegheny Aquatic Alliance, a nonprofit that on Aug. 19 and Sept. 9 will conduct a cleanup of the Connoquenessing Creek from Harmony to Ellwood City.

“We just became members in the past month, so we are new to the chamber,” Christina Handley said. “We’re here to network.”

The benefit of joining the Ellwood City Area Chamber of Commerce, Mike Handley said, “enables us to meet more people in the community, and who share the love of the creek that we have. This is our sixth year, and now we are focusing (the clean-up) on a big section of Ellwood City. So that is why we definitely wanted to get involved with the chamber, and be here and meet with some of the local people at this event.”

Chambers of commerce are a great resource to be in touch with.

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60-watt bulbs creating a festive vibe while also illuminating the warm, white hyacinth walls.

"They have revamped this store to look modern, but there is still old-looking wood."

Sweet Caroline's, Steele said between sips of her root beer float, is different for Ellwood City. You don't really see many of these kinds of shops. It's kind of hipster-y, I like the design.

The interior is intentionally part whimsy, part eclectic, part industrial, part homage to Ellwood City and its past. The numbers 16117, Ellwood City's ZIP code, are painted in black courier calligraphy and the only visual statement on a section of an east-facing wall; stainless steel appliances and prep tables give way to exposed ductwork and piping; rough-hewn wood of irregular shapes and varying colors trim posterior doorways and work surfaces -- and all grounded by the more serious, dark-stained nine-cove hutch that once showcased jewelry and will now showcase local artists' work.

"It's fun and it's really warm and welcoming and homey," Steele said. "There's wooden floors. It's like beachy almost. Like something you would find on a boardwalk."

Although it's a "personal experience coming here," Jageman said, "you feel like you are with everyone else. It feels really close. People want this here. But (the Golmics) went above and beyond just being here. It's kind of like a presence."

"It reminds me of the old Isaly's"

Sweet Caroline's also represents the first presence of an ice cream shop on eastern Lawrence Avenue in nearly five decades. Caroline Golmic would later estimate the shop drew 1,000 customers in its first two days, nearly exhausting its 2½-week supply of 75 gallons of ice cream as lines extended outside the front door and onto the sidewalk.

"It reminds me of the old Isaly's that used to be across the street," said Jim Hockenberry, 75, who visited Sweet Caroline's with his wife, Blanche, she ordering butter pecan, he, caramel pretzel.

"The Windy Ridge ice cream was very good," Jim Hockenberry said. "I'm glad to see they are starting this."

Five-year-old Alex Kearns reminded his mother, Kelly, that Sweet Caroline's would be opening on May 19. Cara Atkinson, with sons Jace, 3, and Cooper, 1, came to show her support because she "loves" what the Golmics are doing for Ellwood City; and Kevin McCarty and Amanda Whelan celebrated their last official date after eight years together before getting married June 3.

"This," McCarty pronounced as he stood in line, debating whether he would order caramel pretzel or chocolate peanut butter, "is a date."

Families make memories on Lawrence Avenue

The shop's location, its Windy Ridge Dairy ice cream and hours of operation -- from 2 p.m. to 9 p.m. Monday through Friday, and from noon to 9 p.m. Saturdays -- may also tempt daters, and families, Scott Golmic said.

"Memories are often being made when visiting an ice cream shop," he said. "We want families to be able to make memories on Lawrence Avenue."

Those memories can include a night at Summer Concert Series events staged across the street, at 524 Lawrence Ave., by Ellwood City Community Enrichment, where visitors can enjoy music and Sweet Caroline's refreshments that also include double espressos, affogato, milkshakes or juice fresh-pressed daily.

"We wanted to open a business that could achieve 3 goals," Caroline Golmic said. "Night-time hours, with a family-friendly atmosphere and one that would draw people to Lawrence Avenue. Ice cream fit the bill."
Students "breathing fresh Ellwood City air, and learning," coordinator says

It's meant to inspire a sense of pride that will help them appreciate Ellwood City and perhaps come home to roost when they're grown.

Sixth-graders participate in a team-building exercise as part of Park-A-Palooza on May 15 in Ewing Park.

Pride program draws 460 kids

By William V. Foley
For The Chamber

Ellwood City -- A Pride in Ellwood (PIE) program that began in 2009 drew at least 460 fifth- and sixth-graders from the Ellwood City Area and Riverside school districts May 15-16, and was highlighted by students visiting the Ellwood City Area Historical Society, where they viewed a manual typewriter and, coordinator David DeCaria said, "wanting to know where the screen was."

"They were fascinated watching the arm come up and strike the paper."

Students participating in the sixth-grade Park-A-Palooza and fifth-grade walking tour were also fascinated by visits to the Ellwood City police and volunteer fire departments, said DeCaria, program creator and a board member of the Ellwood City Area Chamber of Commerce.

"These events give students a chance to see and experience things in their hometown that they might not normally have an opportunity to experience," he said, adding that they "provide an alternative learning setting as well."

Living, and learning, in Ellwood City

The programs give students the opportunity to learn about the history of the Ellwood City area.

"This is done with the hope that they will not only enjoy it but learn something and feel a sense of ownership and connection about where they live," DeCaria said. "It's meant to inspire a sense of pride that will help them appreciate Ellwood City and perhaps come home to roost when they're grown."

The field trips are unbelievably valuable, said Raymond Santillo, executive director of the Ellwood City Area Chamber of Commerce. "They have been going on since 2009, and if we keep that going, the (students') own children will be going to them," Santillo said.

Walking tours provide a chance for fifth-graders to meet police, the fire chief, Borough Council and Mayor Anthony Court.

"They stop at the Ellwood City Area Historical Society and see "all kinds of artifacts and memorabilia related to Ellwood City," DeCaria said. "The Ellwood City Area Public Library does a presentation on architecture students might see on the tour."

A monumental occasion

Students also visit Legion Park, hear a veteran speak about military service and view monuments; tour Christ Presbyterian Church, where they view its stained-glass windows from the inside and hear how a pipe organ works; and First Methodist Church, where they learn

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"Small Town, Big Living" The Ellwood City Area Chamber of Commerce
Outing a thank-you to 376 members

the community, said Hughes, of Fombell, adding that the Ellwood City chamber's "small-town feel" makes it unique.

"Everything that they promote with the small town is wonderful," Hughes said, "because you know everybody, and everybody is willing to help you."

Thalmann senses what the new members sense.

"The community attachment," he said, "and the strong ties that we have to the community itself. Everybody comes out, people know each other. I was just sitting with a gentleman from Pittsburgh, and he is just amazed at how everybody seems to know one another. Where he is from, you may talk to two or three people at an event. Here, everybody is talking to everybody."

"It's pretty exciting"

All the new faces do not surprise Dennis Boariu, a member of the board of directors of the Ellwood City Area Chamber of Commerce and of the Ellwood City Wolves Club, which sponsored the picnic that in three years has drawn 320 guests.

"Every year we see more and more new faces," Boariu said. "The chamber has grown so much, so we are seeing new members all the time. It's pretty exciting, the things that are happening within the chamber."

Nor do the new faces surprise Raymond Santillo, executive director of the Ellwood City Area Chamber of Commerce, whose membership has grown to 376 – and increase of 176 in 18 months.

"There were quite a few new people," Santillo said. "It was their first time coming to the picnic and first time coming to Ewing Park. They saw all the nice people that belong to (the Ellwood City Area Chamber of Commerce) and our longevity and our stability."

Jared and Sara Chambers, who – unable to find a spot inside Wolves Club Shelter No. 4 to enjoy their baked beans and Italian cheeseburgers – found a place to sit in an overflow shelter.

Sara, 30, of New Castle, works as a website designer for MIBS Inc., of Cranberry Township. She's been attending chamber events for a couple of years, but the Wolves picnic was a first.

"Networking is always a possibility," Chambers said. "You get to see people

And do a lot at its events.

In addition to 15 members of the Wolves Club preparing the picnic food – including its own donation of 160 hamburgers and cheeseburgers; 120 Italian cheeseburgers; 14 dozen hamburger buns; and 30 bags of french fries; members also cooked, served or provided three quarts of chili and 200 hot dog buns, donated by Red Hot Restaurant; four gallons of homemade baked beans, from Raymond Santillo, executive director of the Ellwood City Area Chamber of Commerce; six pounds of homemade macaroni salad, from Maureen Smilie; 10 gallons of orange drink, from McDonal'ds; 10 cases of bottled water, from Dr. Spokane; and a sheet cake, from Custom Cakes by Jodie.

Then there was the giveaways at the end of the free picnic.

Jillian D'Amico won $85 in a 50-50 raffle; and Lauri Paxton, a golf basket donated by Special T Golf & Custom Clubs.

Those winning bottles of wine, some donated by Scott Court, of Court House Cellars, or gift certificates from The Car Wash of Ellwood City, were Josh Court, Amy Sarver, Denny Wise, John Biondi, Elena Greene, Bud Kerr, Norina Owens, Betty Phillips, Sue Malcolm, Boariu, Sam Pawlowski, Mark Beegle and Samuel A. Teolis.
Pride program draws 460 kids

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how quilts can be handmade.

Riverside and Ellwood City teachers act as tour guides using booklets containing historical facts and data explaining sites along the route, DeCarla said.

Park-A-Palooza is even "more interactive" than the walking tour, DeCarla said of the event in which students participate in physical activities organized by AIR Physical Therapy and Fitness that encourages team building.

Educator Bruce Badger meets students at the entrance to the walking trail in Ewing Park and gives a presentation on what pupils will see along the verdant pathways.

Students will learn that the name of the nearby creek, Connoquenessing, reflects an American Indian term meaning "cannot be canceled."

Creekside Connections, an outreach program of Allegheny College in Meadville, will then show students "kick" samples of the Connoquenessing, DeCarla said.

"(Students) examine the samples to see the critters that live in the water, the variety of which determines the health of the creek," he said.

Pupils can also view a presentation about Kids Created Kingdom to learn how a playground can be built in a week though community involvement, and visit Trefoil Lodge to hear about the history of Ewing Park.

The Pennsylvania Water Conservancy also conduct programs on "how does your water shed" and on bees and pollination.

The students, DeCarla said, "were outside all day, breathing fresh Ellwood City air, and learning."

PUTT AROUND AT OLDE STONEWALL

29th Golf Open fair way to network!

By Jillian D'Amico
The Chamber

ELLWOOD CITY — Birds chirping and warmer weather mean one thing — it is golf season! The Ellwood City Area Chamber of Commerce 29th annual Golf Open is set for Monday, June 26, at Olde Stonewall Golf Club — considered to be Western Pennsylvania's premier golf destination.

Foursomes are $720 and individuals are $180. Price includes an 18-hole scramble, golf cart, alcoholic and nonalcoholic beverages on the course, lunch and dinner buffet. Registration and breakfast begin at 9 a.m., with a shotgun start at 11 a.m. and cocktails, dinner and prizes following golf.

There will be team awards and prizes for skills such as holes-in-one, closest-to-the-pin, longest drives and putts, and a putting contest.

Platinum sponsors include DoubleTree by Hilton Pittsburgh-Cranberry and ember & vine. The breakfast sponsor is Giant Eagle; lunch sponsor, Venezie Sporting Goods & Apparel; beverage sponsor, Pete's Uptown Beer & Beverage; cart sponsor, WesBanco; dinner sponsor, Ellwood City Forge; putting green sponsor, Medevac; and hole-in-one sponsor, McElwain Motor Car Company.

Tee sponsorship packages are also available: Option 1, tee sign $100; Option 2, advertising campaign that includes two email blasts from you to the chamber member mailing list advertising your business and one Facebook shoutout on the chamber Facebook page, $200; Option 3, tee sign and advertising campaign, $250. Donations for auctions and prizes welcome. Contributors will be thanked in program booklets, website and newsletter.

For more information, registration or sponsorship opportunities, please contact Ellwood City Area Chamber of Commerce at (724) 758-5501 or email info@ellwoodchamber.org.