

# YOUR HWHHS

Health, Wealth, Happiness & Spirit

FREE

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*The importance of yearly skin exams*

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*Start saving for the holidays now!*

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**November 2021**





# WNY MEDICAL, PC

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## WNY Spotlight

### Animesh A. Sinha, MD, PhD

Animesh A. Sinha, MD, PhD is a Professor in the Department of Dermatology, at the University of Buffalo. Following the completion of his M.D. degree in 1982 from the University of Alberta, Dr. Sinha received his Ph.D. (Medical Sciences – Immunology) in 1986 from the same institution. Subsequently, he pursued post-doctoral research at Stanford University in the Department of Microbiology and Immunology. Dr. Sinha's subspecialty training in dermatology was completed at Yale University/Yale-New Haven Hospital.

Dr. Sinha is a board-certified dermatologist whose professional goals are aimed at bridging the bench to the bedside. His research is focused on understanding the genetic and immunologic basis of complex skin disorders. He has published extensively, over 150 peer-reviewed articles, including 4 in the journal Science, and received numerous honors and awards for his academic activities. He is highly sought after as an invited speaker worldwide on a broad range of clinical and research topics.

**Read His Article On Page 6!**

Animesh A. Sinha, M.D., Ph.D provides services at our 4985 Harlem location in Amherst and our 3320 N Benzing Location in Orchard Park.

Call (716) 825-0334 to schedule an appointment with him today!



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4011 Bailey Avenue 716-362-7849  
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## Our Mission

Your Health, Wealth, Happiness and Spirit explores the power of overall wellness. We look to push past the boundaries of physical health and explore the aspects of mental health, financial health, and health of the spirit. Our goal is to bring you information and guidance that you can use to live a happy, healthy, and spirited life. We find tips for the short term as well as more expansive information for the long term.

With the ever-expanding technology, knowledge, and evolution of the health field, there is a growing supply of data to take from. With HWHS we find the information for you and put it all in one place. Every month we bring you new articles on a wide range of topics so you can live a more fulfilled and whole life.

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## Staff and Contributors

### Staff Writers

Ralph Hernandez  
Dr. Animesh Ainha  
Faizan Haq  
Dr. Riffat Sadiq  
Webster Tilton  
Jordon Stockwell  
Sue Perebody  
Aaron Clift  
Sydney Haen  
Isaiah Kennedy

### Contributors

Sara Loft  
Lana Shapiro  
Roberta Schlehr  
Dee Barczak  
Mack Hill, Jr.  
Katy Siwirski

### Editor-in-Chief Managing Editor Graphic Design Publishing Copy Editors

Faizan Haq  
Katy Siwirski  
SunSpin Media  
SunSpin Media  
Katy Siwirski  
Caitlyn Conibear  
Brody Walsh

### Advisory Board

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# A Celebration of Honor and Respect

By: Roberta Schlehr

October 9th, 2021 started at an early hour for a group of WWII, Korean War, and Vietnam veterans. 2:30 am to be exact. This group of heroes, their guardians, and volunteers were part of the Buffalo Niagara Honor Flight (BNHF), Mission #10, an organization that takes veterans to Washington, DC for the day, to see their memorials. Due to COVID-19, the trip was postponed, originally scheduled for May 2020. Although we did not have any flights, we continued to fundraise, and BNHF made a point to keep in touch with the veterans on the delayed trip.

Right from the start, the group is treated with respect and dignity. A police escort provides the feeling of exceptional treatment, the first sign of the day that they are special! Many stops in Washington, DC, including the World War II Memorial, the Korean War Memorial, and the Vietnam Memorial. Sometimes this is the first time veterans share their memories and service experiences with family members. People come up to the veterans, thanking them for their service, asking questions. High school students lined up to fist bump with the veterans and thank them for their service.

I was selected to participate in a Wreath Laying Ceremony at the Tomb of the Unknown with three veterans – one WWII, one Korean, and one Vietnam veteran. It was an honor to walk beside these heroes. I will never forget this day. This experience gave me the feeling of standing with my dad beside me, a WWII Veteran who passed many years ago.

I am told the trip changes a person within – it is difficult to explain, but I will try! It is an opportunity for healing and to create a sense of belonging, knowing they are not alone. A veteran that I developed a strong connection and bond, experienced the unexpected. Coming home from Vietnam for numerous veterans was a toxic atmosphere of distrust and bombarded with guilt. Multiple health issues plague this veteran, just as it does for so many. But that day at the wall – healing took place. When he was rubbing the name of two of his

buddies, feeling all the emotions rise within him, he did not know that a miracle was taking place. The day continued, with more memorials, a nice dinner, and a trip back to the airport to head home. Again, there was a police escort and a small gathering of family to welcome the veteran's home. After the veteran came home and showered, he felt that the day washed away all the trauma of his experience during his Vietnam days. He felt a sense of relief and peace within. A miracle.

Buffalo Niagara Honor Flight welcomes all veterans to send in their applications. WWII and Korean War Veterans have priority followed by Vietnam and all other conflicts. Some veterans feel that they don't deserve to go, to be honored – they "didn't" do anything they will say. If you talk to a veteran that went on one of the trips, they will tell you it is an experience they will never forget. I hope that you will join us, to experience the gratitude you deserve. Go to [buffaloniagarahonorflight.org](http://buffaloniagarahonorflight.org) for more information.



# National Healthy Skin Month

By: Dr. Animesh Sinha, Chief of WNY Medical PC Dermatology Department

Did you know that your skin is the largest organ of the human body? Skin, hair, nails, sweat, and oil glands make up what we know as the integumentary system. Throughout history, it was thought that our skin existed to primarily to guard against mechanical injuries. However, our understanding of skin functions has evolved significantly in recent years. We now have a much more comprehensive awareness for the complexity of the integumentary system. While a barrier function of the skin for protection against outside elements such as pathogens, chemicals/toxins and temperature fluctuations remains key, other important functions of the skin are now appreciated, including temperature regulation, biosynthesis of key molecules, and the skin's role in personal identity. Moreover, the skin houses a robust and an at-the-ready immune system, poised to enhance its protective functions in battling bacteria, viruses, fungi, parasites and other pathogens.

Many factors can impact the function and appearance of the skin. Smoking, alcohol use, and excessive UV exposure can contribute to wrinkles,



**“Many forms of skin cancer are highly curable when caught early enough.”**

sunspots, and general uneven thickening or thinning of the skin, and impede normal immune and biochemical activities in the skin. There are a vast number of primary diseases of the skin, including those associated with genetic disorders, infections, allergies, injuries, autoimmune conditions, and various benign as well as malignant tumors. Additionally, several important systemic diseases such as diabetes, lupus, internal cancers, among other disease states manifest with characteristic skin lesions.

Proper skin care and sun protection are very important to overall health, to prevent or reduce the occurrence of various skin conditions. Annual full body skin exams in particular are critical for the early detection and treatment of skin cancers, which continue to rise in incidence.

One in five Americans will develop skin cancer during their lifetime. Thankfully, many forms of skin cancer are highly curable when caught early enough. It is important to be aware of your family history, as well as your own past medical history, when speaking with your dermatologist. You can be at increased risk of skin cancer if you have a family history of melanoma, fair skin, red or blonde hair, light eyes, a history of excessive UV radiation exposure, unusual moles, or a weakened immune system.

Annual full skin exams involve the observation of skin from head to toe, looking for any unusual rashes, spots, bumps, or moles. As your dermatologist, I take note of any lesions or suspicious areas of your skin and may move forward with further evaluations, such as performing a skin biopsy when needed, along with close monitoring of suspicious lesions longitudinally over time.

Remember to take care of your skin, and visit your dermatologist on a regular basis for any concerns and annual skin checks!



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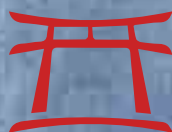
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# Movember: A Time to Reminise and Reflect

By: Sydney Haen

Movember is an annual charity event that takes place in November. The two parts of this event include walking or running 60 miles, as well as growing a moustache for the whole month of November. This tradition is to benefit mental health, suicide prevention, prostate cancer and testicular cancer.

Movember was founded in 2003 by Travis Garone and Luke Slattery. A simple conversation turned to recurring fashion trends and how the moustache was not in recent trends. They talked about bring it back jokingly. Travis Garone and Luke Slattery were inspired by a friend's mother was doing fundraising for breast cancer. They were able to find 30 people that were willing to grow a moustache.

Those first 30 people help start formalizing this event in 2004. That year, 450 people raised AUD 54,000 or USD \$40,851. They were able to fund six men's health projects. The Prostate Cancer Foundation of Australia (PCFA) agreed with the campaign. All the proceeds were donated to the PCFA and was the largest single donation to the PCFA. In 2005, the word of Movember spread like wildfire, and they raised AUD 1.2 million for the Prostate Cancer Foundation of Australia. It expanded internationally in 2006. They launched their partnership with Prostate Cancer Foundation of New Zealand in 2006. Garone and Slattery soon began working on Movember full time. They also gained their first full time employee. Lastly, Beyond Blue became Movember's second Australian men's health partner.

Movember's rules are stricter than No Shave November. You must be clean shaven on November 1st. You must grow and groom a moustache for the whole month. You cannot have a beard (can't joining your sideburn to your bread or join your chin to your handlebars). These have been to same rule since the start of Movember.

Movember has launched many partnerships with other organizations. They helped fund the research that identifies over 2 dozen types of prostate cancer in 2009.



Movember was awarded the Social Force of the award from GQ Australia magazine in 2013. Movember became the first charity to receive cult brand status from the Gathering.

They soon united with the National Breast Cancer Foundation Australia. This move allowed researchers to leverage genetic similarities between prostate, breast and ovarian cancer. This helped create progress in treatment methods. Movember launched the Social Innovators Challenge in 2016. They funded a three-part series called "Man Up." Their "Making Connections" project was delivered across 16 sites. Movember helped make connects across generations. They worked with boys and men of color, military members, veterans, and their families. Movember and Beyond

Blue trailed a program offering free sessions of cognitive behavioral therapy for men that are struggling with their mental health. They have help farer information on testicular cancer screening programs to diagnose it earlier.

In 2020, there were 6,538,699 people that participated in Movember. There are now 20 participating countries. They fund over 1,250 health projects for men. For more information on this charity and how you can help the cause, visit their website at [us.movember.com](https://www.us.movember.com) to read more stories.

**"They raised  
AUD 1.2 million for  
the Prostate Cancer  
Foundation of  
Australia."**



# Balancing your Child's Activities and Homework

By: Ralph Hernandez

Today's students face a competitive educational environment; in many cases, they must excel in academics and participate in extracurricular activities to be successful, particularly in high school. Too often, such expectations overwhelm the child and their parents, creating a stressful environment and a predictable opportunity for failure. Even colleges evaluate students' acceptability for enrollment and a scholarship based on how "well-rounded" they are. These facts present a challenging set of issues for students, delivering good results in both areas without being overloaded.

Now, children have so many choices and opportunities for after-school activities, such as dance, music lessons, sports, and school clubs, that parental guidance is imperative to managing a student's schedule. Above all extracurricular commitments, however, is a responsibility to schoolwork which sometimes falls to procrastination or a second-level priority. Listed are some suggestions that will help parents and students manage both fun and learning aspects of school:

## SET BOUNDARIES AND PRIORITIES THAT ARE REALISTIC FOR THE ENTIRE FAMILY

- Based on a student's academic schedule, decide how many extracurricular activities your child handles each week. Depth of exercise is more important than breadth.
- Budget for the cost of an activity. Students need to understand financial limitations. Collectively select activities with those limitations in mind.
- It is crucial to work within the parent's schedules and commitments, too. Don't let the student's activities interfere too much with the rest of the family's routine.

## MAKE HOMEWORK A PRECEDENT TO EXTRACURRICULAR ACTIVITIES

Establish the principle that if **grades fall, activities diminish or stop**. It doesn't do the student any good to be the star football player or the head cheerleader if they fail. Help the student manage academic performance by:

**"Everyone has a huge payoff when the plan is successful."**

- Setting time for study hall at home every day
  - Staying in contact with the student about homework and being there to help if necessary
  - Having the child keep a "commitment journal" for schoolwork and activities. Be sure to review it periodically to prevent last-minute surprises. Communicate with their teachers.

Maintain a positive learning environment and a productive activity schedule without overloading the student.

Parents can create undue stress by expecting too much.

## SELECT EXTRACURRICULAR ACTIVITIES THAT SERVE A PURPOSE FOR THE STUDENT

- Choose activities that demonstrate a long-term commitment, such as academic clubs, a particular sport, dance, or music.
- Participate in diverse activities that will build character and serve well into adulthood.
- Avoid activities that interfere with study time during school or at home.

## MAKE YOURSELF A SUPPORT SYSTEM & REFEREE

- Divide your time with the child equally between schoolwork and extracurricular activities. Be involved, but stay in balance.
- Make sure the child has enough "me" time set aside in their schedule. All children need some uncommitted downtime to use as they choose.
- Establish yourself as a supporter, not a dictator. Don't force a student to continue in an activity to suit your wants; switching to something different can be a regular part of growing up as the child learns what they like.
- Ensure that everyone maintains proper health habits. Good nutrition, plenty of sleep, and exercise help relieve stress and fatigue.

Balancing a student's schoolwork load and participation in extracurricular activities takes a team effort, but everyone has a huge payoff when the plan is successful. The suggestions above will go a long way in helping you create a positive school and activity experience for your child.



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# World Kindness Day: The Best Free Gift

By: Sara Loft



“Pay it forward.” is a commonly used phrase after someone was willingly to execute a random act of kindness to another individual or a group without adding benefit of their own. How can we practice kindness either to other people or even ourselves? There are numerous ways to be compassionate, generous and considerate to another or self. Granted, we all have bad moments that generates us to be sour or feeling down. Sometimes, we tend to forget or disregard our kind nature onto others or self.

Have you ever been bullied for being ‘different’? I know, it might be a tough pill to swallow that someone disrespected or excluded you. Whether it may be in the hallways at school or inside a sociable platform connected from an Internet accessible device. Did you know that an organization developed a day to pause all negativity for us to reflect the importance of kindness? In 1998, World Kindness Day was established as an international observance formed to be celebrated yearly on every 13th day of the month of November. As the founding organization World Kindness Movement defines the purpose is “to highlight good deeds in the community focusing on the positive

power and the common thread of kindness which binds us.”

Proven studies, promoting kindness releases dopamine (a biochemical messenger in the brain that can give us a feeling of euphoria) and boosting other hormones that nourishes our mind, body and spirit. Acts of kindness lower levels of mental health issues, such as anxiety and depression. “We all seek a path to happiness,” says Dr. Waguih William IsHak, a professor of psychiatry at Cedars-Sinai.

“Practicing kindness toward others is one we know works. ... The trick you need to know: Acts of kindness needs to be repeated.”

**“Be genuine toward others and yourself for bringing light in certain matters. We need to celebrate kindness every day of the year.”**

We do not need to celebrate kindness on just one day of the year. Share understanding and kindness to another who seem to be different from you. After all, we are all the same. Be genuine toward others and yourself for bringing light in certain matters. We need to celebrate kindness every day of the year. Kindness has a contagious effect – it is what makes the world round.

Together, we can call Earth as the perfect circle embodying diversity and promoting unity that we all live in such a beautiful place.

# Stress Awareness: Five Tips to Manage Tension

By: Lana Shapiro, Holistic Life Coach, Reiki Master & Lifepath Astrology Reader

Feeling stressed? Who isn't these days, right? November 3 is Stress Awareness Day. Here are a few simple things you can do that will help you manage the high level of anxiety humanity as a whole is currently experiencing.

**1. Do a calming activity.** Yoga, walking, visualization, meditation, a relaxing bath or shower. Think about things that help you feel calmer and go do them. Don't wait until your stress level is too high, go and do them at the first sign of anxiety.

**2. Clean up your space.** Pick a place where you spend the most time and clean it up. If you are currently working from home and had to re-invent your workplace in your home, make sure that you keep it clutter free. If your bedroom is messy, clean it up. You don't want the mess to be the last thing you see before you go to bed and the first thing you see

when you wake up. Remember that clutter and mess leads to anxiety.

**3. Plan your schedule.** Stick to a routine even if you are working from home. It's very easy to fall victim to complacency when your days are not structured.

**4. Prioritize your to-do list.** Don't fall for the pressure of "I have more time, so I should do more". If you don't accomplish everything on your to-do list today, don't stress! Things can wait until the following day.

**5. Delegate tasks whenever possible.** Use your partners and let go of "I have to do everything myself" control issues. And remember to BREATHE – take five to ten minutes when you wake up and before you go to bed to focus on slowing down your breathing.



**Feeling Stressed? Who isn't these Days, right?**  
November 3 is Stress Awareness Day. Here are a few simple things you can do that will help you manage the high level of anxiety humanity as a whole is currently experiencing.

- Do a calming activity:** yoga, walking, visualization, meditation, a relaxing bath or shower.
- Pick a place where you spend the most time and clean it up.** If you are currently working from home re-invent your workplace to suit your needs.
- Plan your schedule, stick to a routine even if you are working from home.** It's very easy to fall victim to complacency when your days are not structured.
- Don't fall for the pressure of "I have more time, so I should do more"** If you don't accomplish everything on your to-do list today, don't stress!
- Delegate tasks whenever possible –** Use your partners and let go of "I have to do everything myself" control issues.

And remember to BREATHE – take five to ten minutes every morning when you wake up and before you go to bed to focus on slowing down



# Financial Tips for Holiday Savings

By: Sue Perbody

It's approaching the most wonderful time of the year! Stress is exploding and money is flowing. There's so much to buy for this season of giving. It's very easy to spend money, and it seems even harder to save it. With the help of some knowledgeable sources, I'm hoping to help you bring in more cash flow for the 2021 holiday season.

1) Prepare your own lunch for work. The average fast-food combo ranges from \$8 to \$14 per meal. Prepare your own lunch for your work break to not only help your wallet feel better but to help you feel better, too! Take that money you spend on lunch at work every day and put it into an envelope. Five days a week, multiplied by approximately 20 workdays in a month leaves you with an extra \$160-280! Feeling even more adventurous? Throw \$20 in there every day of the week to bring it up to nearly \$620 of savings!

2) Make a separate "save to spend" account. This is money that you are saving specifically to spend it on things like vacations or gifts for the holidays. Creating separation helps boost a system in your spending and saving abilities. As a start to significant savings, take five to ten percent of your paycheck and put it in your "save to spend account." Did you end up with money left in your checking account at the end of your pay period? Throw that into your "save to spend" account, too!

When it comes to numbers, people are scared to reach that higher percentage of money put away. It's working on efficiencies and creating discomfort. The challenge is, people don't save; they just spend. Try to save first and spend the rest. Another example, if you know you have additional income coming in from commission or a bonus, 100 percent of those extra funds should go to savings, whether it be your "save to spend" account or your long-term saving account. You're not used to this extra amount. Remember, if you can live off your base, save the rest!

3) Cut back, and plan ahead. This can be based on our first tip



of cutting back on those fast-food lunches. What other spending do you do each week or month that you don't necessarily need around the holidays? The holidays are a time to embrace being around loved ones. Do you really need that Netflix or Hulu subscription right now? What about Spotify or YouTube? Take a technology break from these things for a month or two to add a little extra back into your pocket.

Planning ahead can time you more time and money than you'd expect. Although we have reached the month of November, there are still plenty of Black Friday sales coming up! Last minute shopping means missing out on the best deals. Fast shipping is also a nightmare, making it even more important to get shopping early. Last, but not least, give every person and occasion a spending limit. Make your friends and family feel equally loved by giving everyone the same ideal spending budget. Homemade gifts are always appreciated, too!

With the holidays right around the corner, it is important to begin your shopping as soon as possible! With these helpful tips, I hope you are able to ease into the holiday season with a heavy wallet and some peace of mind. Happy spending!

**“The challenge is, people don't save; they just spend. Try to save first and spend the rest.”**

# National Epilepsy Awareness Month

By: Dee Barczak

National Epilepsy Awareness Month takes place in November, and is an annual event that teaches people about epilepsy's causes and symptoms, as well as ends bad stigma around the matter. One in 26 people will be diagnosed with epilepsy at some point during their lifetime. Epilepsy is one of the least understood of all the neurological diseases, yet it is the fourth most common. This is the month to provide information about prevention, treatment, research, and resources to fight epilepsy.

Unfortunately, epilepsy has a long history of misunderstanding and stigmatism. Evidence of individuals suffering epilepsy in ancient history attributed it to spiritual or demonic possession until well into the 17th century, when the notion that it wasn't demonic or spiritual possession finally subsided. But, the stigma associated with it continues to this day. One of the goals of National Epilepsy Awareness Month is to separate the disease from its historical and false reputations.

In 1850 The Queen of England's doctor treated epilepsy. Queen Victoria's obstetrician introduced potassium bromide as a way to successfully treat epilepsy. In 1912, Phenobarbital became the first modern epilepsy treatment. Phenobarbital, one of the most commonly used medicines to contain or reduce seizures, became the first modern treatment for epilepsy. In 1980 the stigma started to end with being allowed to marry an individual with epilepsy in the U.S., considering they fought for this for many years. It wasn't until this point in time you were officially allowed to marry with epilepsy. Many countries still believe that it's a sign of spiritual possession. In the

**“In order to help prevent seizures, individuals need to be able to relax the brain and nervous system.”**

1990s, work discrimination policies were put in place to protect individuals with epilepsy.

While many of the individuals who suffer from epilepsy may be able to “control” their seizures, or don't consider themselves disabled. In order to help prevent seizures, individuals need to be able to relax the brain and nervous system. Linalool, the terpene most prominent in lavender, has that effect, which is why lavender or purple is the official color of epilepsy.

Epilepsy is a neurological condition in the brain that triggers seizures. Doctors believe that a brain's uncontrolled increase of excess electrical activity hampers its normal functions, causing a short interruption to messages traveling back and forth within the brain. This interruption causes epileptic seizures. Seizures don't affect everyone the same way. The symptoms range from rapidly blinking eyes to someone going into a state where they stare blankly for a few minutes. Some people suffer a short interval of confusion. The more serious seizures involve falling to the ground with strong muscle contractions followed by a brief disorientation. There are two kinds of epilepsy, that being cryptogenic and idiopathic. Cryptogenic people with epilepsy have no clearly identifiable cause for their condition. Idiopathic people with epilepsy show no neurological disorder, but these sufferers have symptoms consistent with people who are officially diagnosed with epileptic syndromes. Either way, these are your everyday individuals who you may know in passing, friends and family, or strangers you see out in public; they are all human being who deserve the same kind of love and respect.

If you know someone who has epilepsy, ask them what you can do to help them when experiencing a seizure. Most individuals will tell you not to call 911 right away to just comfort them until they pass. There are things you can do to make sure they are safe! Just ask or look them up! Educate yourself on the matter so you can help end the stigma that surrounds epilepsy and spread love to those who live with this condition on a daily! Break out the purple and show you care.





# WNY Community Events



## Check Out Hunger

November 1 - November 30

Feed More WNY is proud to host the check out hunger food drive. We encourage all families that are willing and able to make a small contribution of \$2, \$3, or \$5 at your local Tops, Wegmans, Premiere, Daat's Market, Lexington Co-Op, or The Market in The Square. Any contribution would be greatly appreciated. You can visit [FeedMoreWNY.org](http://FeedMoreWNY.org) for the location closest to you.



## Family Choice of New York

1132 White Avenue, Suite 118, Cheape NY 14843

October 1 - November 5

Family Choice of New York is hosting a food drive. If possible please consider making a donation of non-perishable food goods to Family choice office. All goods collected go to Feed More WNY and is proudly sponsored my Feeding america.



## Holiday Sip & Shop

2 East Ave, Lockport, NY 14094

November 12, 13, and 14

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If you are interested in showcasing your event, email us at [sunspinmedia@gmail.com](mailto:sunspinmedia@gmail.com)



# The Basics of Small Business Saturday

By: Isaiah Kennedy

## WHAT IS SMALL BUSINESS SATURDAY?

Small Business Saturday is a holiday that celebrates small businesses and encourages customers to shop at a local small business. The holiday is always on the last Saturday after Thanksgiving and it normally occurs between of November 24th and November 30th. This year Small Business Saturday will fall on November 27th.

## HOW DID IT START?

Small Business Saturday was originally an American Express campaign that was set up to help shine a light on small businesses and encourage consumers to shop locally during the holiday season. The inaugural date was November 27, 2010 and a year later the holiday became official. President Obama, government officials, and mayors all showed support to Small Business Saturday in 2011.

The next year in 2012, American Express would expand their campaign and help small business owners promote their business. American Express offered small business owners' free ads to spread online. That year local businesses saw an estimated \$5.5 billion spent nationwide and less than a decade later in 2020

saw an estimated \$20 billion spent on Small Business Saturday.

## THE BENEFITS OF SMALL BUSINESSES

According to Small Business & Entrepreneurship Council, "Small businesses created 1.6 million net new jobs in 2019, with firms employing fewer than 20 workers generating 1.1 million net new jobs".



Small businesses have a tremendous impact on the economy; most of the businesses in the United States are made up of small businesses as there are over 30-million small businesses and most of them have fewer than 20 employees.

## HOW CAN YOU SUPPORT?

The global pandemic affected a lot of small businesses and is continuing to have an ongoing effect. So, how can you support?

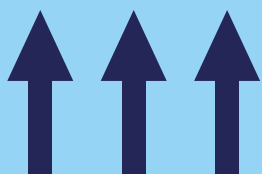
On Small Business Saturday you can go purchase something from your favorite local business or several local businesses. If you cannot purchase something, post about them on your social media highlighting what they do as a business and showing off some of your favorite products!

## The Statistics Behind Small Business Saturday

By: Aaron Clift

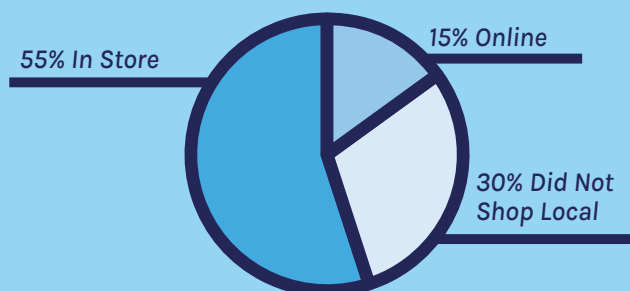
# \$20 Billion

Was Spent During Small Business Saturday in 2020



**18%**  
Of Consumers  
Are Shopping At  
Small Businesses  
More Since COVID-19  
Data From SSRS

**70%**  
Of Consumers  
Shopped Local In 2020  
Data From Intuit



**67¢**  
of your dollar stays local  
when you shop local  
Data From American Express



# Small Business Saturday: Our Top Picks

By: Aaron Clift

Shop small on Small Business Saturday with some of our favorites! Whether you're looking for a gift or a bite to eat, we've got you covered.



## GATHER & GAME

Local Board & Card  
Game Shop  
205 Grant St, Buffalo, NY 14213  
gatherandgame.com

Shopping Options: In-Store, Local Delivery, Pickup

Gather & Game has a wide collection of board games, card games, and more. I've been frequenting them since around when they opened in 2019, and it's become my favorite board & card game store in Buffalo. Their walls are lined with everything from the classics like Catan and Cards against Humanity to the lesser known gems, which I'll let you discover for yourself. The staff is super helpful and will help you find the game that is right for you!



## BUFFALO SHOPCRAFT

Locally Made Gifts & Novelties  
773 Elmwood Ave, Buffalo, NY 14222  
buffaloshopcraft.com

Shopping Options: In-Store, Curbside, Delivery

Buffalo Shopcraft is a Gallery and Gift Shop located in the heart of Elmwood Village that features the art of just under two dozen local artists. They have a unique and one of a kind collection of wall art, home decor, and locally crafted gifts & souvenirs for anyone. This is one of my favorite places to shop for gifts for those who have picky taste, you're sure to find something for anyone! There's always something new, so please go check it out!



## SUNSETS AND SOULS

Clothing Boutique  
1292 Sheridan Dr, Tonawanda, NY 14217  
sunsetsandsouls.com

Shopping Options: Online & In-Store

Sunsets and Souls Boutique opened in the Fall of 2019 as a side business but grew into an amazing woman-owned and operated boutique. Amy, the owner, strives to help all women feel beautiful in their clothes. You're able to shop all their styles in store, online, or even in their new mobile app! If you know a woman looking to up their wardrobe game, this is definitely the place to send them. Come check out Amy and her boutique in-person or online today!



## GLEN PARK TAVERN

Restaurant & Pub  
5507 Main St, Williamsville, NY 14221  
glenparktavern.com

Shopping Options: Indoor Dining and Takeout

Looking for some good eats and a drink after your long day of shopping? Glen Park Tavern is the place to go! Glen Park has been around since 1887 and has been offering quality food with a great atmosphere ever since. What should you get when you go? The Citrus Chipotle Chicken Fingers have a hint of heat and the perfect level of sweet, they truly can't be beat! Pair them with the drink of your choice and you can't go wrong. Stop by for a bite today!



# Media Corner: What We Do in the Shadows (S3)

By: Webster Tilton

Three years ago, after a gentle pressure campaign from a close friend I reluctantly sat down to watch Birdbox. It was bad, and I can't get that two hours of my life back. But mostly I'm angry at myself for letting someone push me into watching something that my gut was telling me would probably be bad. Never again. Why get into all this again? Because of Squid Game.

SG has so much hype that it would be impossible for anyone to say if it's succeeding because it's good, or just because it had good timing. Alice in Borderland left a whole lot of people hungry for more, and since these shows take a lot of time to finish a new season they haven't been getting their fix. Thus, the masses were going to devour it as long as it wasn't completely bad. I have not seen it, but by all accounts it is a thematic twin to AiB and therein lies the problem.

It might be legitimately good but even if it is, I just don't want to watch a clone (or close cousin) of AiB. I already have a dealer for that particular flavor and I just don't need two shows that do almost (or exactly) the same thing. When I got done watching the Korean zombie show Kingdom I didn't go out looking for another zombie show to fill the void until the next season of my existing zombie show. And I wouldn't be interested in a second M-rated black comedy vampire show, because I've already got one of those too! And fortunately for me they're neck deep (ha-ha-ha) in season 3 right now.

WWDITS season 3 continues the top-level quality of writing, character chemistry, pacing, timing and production value that we've come to expect. My worst complaint about it is that there's a few of the jokes were predictable... literally a few. Three, I think. And the rest of the time they're just crushing it. All of the characters work perfectly but the standout for me has always been Lazlo Cravensworth played by Matt Berry. Probably because his character has shown the most growth apart from Guillermo, who got a promotion and some much-



deserved recognition but is still basically the same person as before.

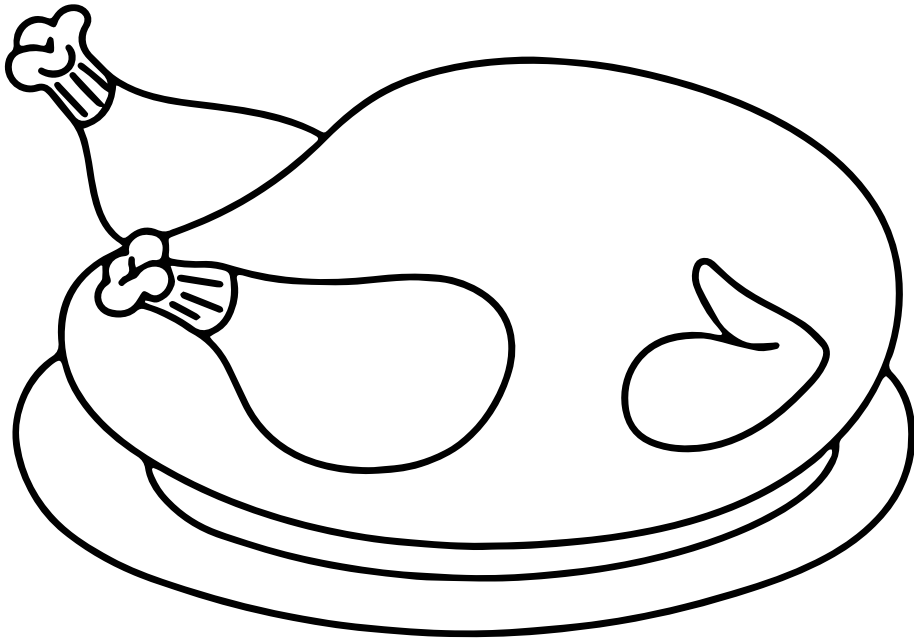
But Lazlo is changing. He's demonstrating a shockingly sincere friendship with / loyalty to the energy vampire character Colin Robinson. It makes him the most interesting character, even when he gets relegated to the B story, or used as the subtle (and profane) comedic undercurrent to what everyone else is doing. Matt Berry has an absolute gift for making casual indifference into a powerful personality trait and he and the writers are both smart enough to make this his defining attribute.

I don't know how many more seasons of this priceless gem we can expect. Nothing lasts forever and things that try to inevitably wind up turning into garbage. But I will be fascinated to see how long this show can maintain it's amazingly high level of artistic and comedic quality. Season 4 has already been confirmed, and I'm going to dare to hope for seven or eight.

**“I don't know how many more seasons of this priceless gem we can expect.”**

Special recognition needs to be given to a new major character called The Guide or The Floating Woman played by Kristen Schall. She's mostly there to be the 'straight man' to the insanity of the three main vampires, but she's hilarious herself because even though she's the straight man she's still a mass murdering vampire...and that's funny.





COLORING  
CORNER

november

## PINE CONE TURKEY



Materials that you will need:

Pine cone  
Ribbons  
Brown pom poms  
Googly eyes  
Red String  
Glue  
Scissors

STEP 1: Cut 10 piece of ribbon pieces.

STEP 2: Glue the ribbon pieces into loops.

STEP 3: Glue the loops into 2 half circles.

STEP 4: Glue a half circle to the back of the pine cone.

STEP 5: Glue the other half circle on top of the other half circle.

STEP 6: Cut another piece of ribbon into a small traingle.

STEP 7: Glue the sting, googly eyes and the traingle to a pom pom.

STEP 8: Glue the pom pom the other end of the pine cone.

# National Diabetes Month: Endocrinology Services

By: Dr. Riffat Sadiq, President & CEO, WNY Medical PC



November is National Diabetes Awareness Month. Western New York Medical currently serves one third of diabetic patients in Western New York. This month, please consider our services in Endocrinology. Our doctors will help you manage your hormone levels and take control of your body again. Life should be lived to its

fullest, and we'll aid you in your endeavors.

We offer integration of developmental events such as proliferation, growth, reproduction, and sensory perception caused by hormones. Let our

endocrinologists assist you in your lifelong pursuits. We can make it easier by helping your body balance itself and put you in control again.

Our Endocrinologist, Dr. Quijada, boasts over twenty years of experience with specialties in Diabetes and Metabolism. Dr Quijada is located at 3595 Eggert Road in Orchard Park. She can be reached directly at the office at (716) 662-7114. Another provider, Chanda Sadiq, is located at 4979 Harlem Road in Amherst. This office can be reached at (716) 923-4381.

Rest easy in experienced hands and prepare to take back your body and your life with our competent team at WNY Medical.



**WNY MEDICAL, PC**

Competence. Compassion. Collaboration.

## The Rise of Telehealth Amidst the Pandemic

By: Jordon Stockwell

When it comes to IT and digital technology adoption, the healthcare industry has a long history of being one of the most averse. The COVID-19 pandemic, on the other hand, demonstrated the enormous potential and practical utility of telehealth technology in preventing the spread of viruses through tracking, testing, and treatment.

Ericsson, Telia, and Sahlgrenska University Hospital in Sweden collaborated on a research innovation project in September 2020 to use AI to help monitor and manage demand for healthcare resources, developing and refining advanced AI analysis and insight models for healthcare resource planning and prediction.

The 5G Connected Ambulance, developed by Ericsson, University Hospital Birmingham NHS Foundation Trust (UHB), and King's College London, is a ground-breaking new means to connect patients, ambulance workers, and distant medical specialists in real time. This innovation allowed healthcare workers to perform the UK's first remote diagnostic procedure over 5G, demonstrating the technology's

transformative potential to allow clinicians and paramedics to collaborate haptically, even when they are thousands of miles apart - and help patients even if they can't get to a hospital. Through video conferencing, e-mail, telephone, or smartphone apps, telehealth introduced further game-changing approaches to solve the obstacles of providing health services from home. These advancements have been especially beneficial to the elderly. According to a recent Ericsson ConsumerLab study, smartphones and the internet aided 90 percent of the seniors polled during the epidemic. Technology's advantages aren't restricted to medical services; they can also improve general quality of life by increasing mobility, safety, and socialization.

According to a 2020 study, the COVID-19 pandemic prompted significant changes in the healthcare business, which may help telehealth gain traction in the years ahead. This will be a critical step in establishing trust and technical literacy in advance of the breakthrough medical innovations that are expected to revolutionize the future.



# Giving Thanks: A Business Perspective

By: Faizan Haq, President & CEO, Manage Your Business LLC

Many businesspersons believe that money is the ultimate incentive for retaining their team members or employees; nothing could be further from the truth. Money is certainly a strong motive, and many make their decision based on the level of compensation. However, there is something additional that people seek at their workplace. They seek recognition, gratitude, and self-esteem. There are many cases where a bitter departure of an employee from a place where they worked for years, could have been avoided by a simple “thank you” or appreciation, from the immediate supervisor, higher management, or the owner.

Thanking others for what they contribute to our lives is a great way to build value for yourself and for your business. Just as, we rarely forget to say thank you to our customers and clients, (as we know that they may have many choices, but they are choosing our business for the products and services they need) is the same way employees also have many options to find work or opportunities elsewhere. The employers must understand that when an employee quits

or resigns, they are firing the employer from their position and ending its privilege of providing the opportunity of employment.

Looking at this matter from a unique viewpoint clarifies the feeling of rejection that employers often feel when an employee leaves. Retaining good employees remains a challenge for not only small businesses but large corporations that affect their growth and sustaining the quality of products and services they offer. A periodic review of employee efforts and contributions to the bottom line of the business, profits or survival shall be adequately recognized, equitably incentivized and graciously highlighted. These efforts will go a long way not only retaining the employees but also keeping their morale high and continue to add irreplaceable value to your business.



## Tahir M. Jaffri, LUTCF®

Financial Services Executive,  
Financial Advisor  
CA Insurance Lic. #0F09115

Tel: (716) 650-6449

Fax: (716) 634-1747

tjaffri@fpuny.com



### Retirement Plan Solutions

The most appropriate retirement plan depends on your goals and the demographics of your business. Generally, if you are older and receive a higher salary than your employees, you may benefit the most from an Age Based or New Comparability plan. Under either of these plans you may receive a larger share of your company's contribution without violating IRS nondiscrimination rules.



a MassMutual firm

### Retirement Plans

- An Aged Based Profit Sharing Plan
- New Comparability Profit Sharing Plan
- Nonintegrated Profit Sharing Plan
- Integrated Profit Sharing Plan

Employer costs can be further reduced if the Age Based or the New Comparability Profit Sharing Plan is combined with a 401(k) plan, which gives employees an option to defer on a pre-tax basis.

**6500 Sheridan Drive, Suite 300 | Williamsville, NY 14221 | [www.fpuny.comLocal](http://www.fpuny.comLocal)**

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### This Month's Rescue Story

A few weeks ago a Ten Lives Club staff member received a call that a kitten was in trouble. The kitten was found outside in a homeowner's backyard and was in danger of being eaten by their dog. A kind volunteer went with our staff member to get the kitten and bottle fed her for weeks until she was able to be placed into a more permanent foster home. This tiny angel had a chance because so many people cared. This is what makes rescue so special!



### EVENTS



The rescued new born kitten found that was in danger of being eaten by their dog.



#### Thankful Fur Pets Expo: Nov. 13th from 10AM - 3PM

Ten Lives Club will join 10 animal rescues with adoptable animals at the McKinley Mall in Hamburg from 10 a.m. to 3 p.m. Saturday, Nov. 13! Be sure to come by and meet your new best friend!

#### Holiday Bazaar and Wreath Sale: Nov. 28th from 12PM - 4PM

Ten Lives Club will host a Holiday Bazaar and Wreath Sale from noon to 4 p.m. Sunday, Nov. 28 at Woodlawn Fire Department in Blasdell. Enjoy food, baked goods, a basket raffle and of course, fresh Fraser Fir wreaths for sale.

We are on track for saving 3,000 cats this year! For more information, visit [TenLivesClub.com](http://TenLivesClub.com) or follow Ten Lives Club on Facebook, Instagram, TikTok and Twitter!

# JOB & CAREER OPPORTUNITIES

IT Interns  
Sales Interns  
Contact: [hr@manageyourbiz.com](mailto:hr@manageyourbiz.com)  
(716) 362-1558

Maintenance & Repair,  
Property Improvement,  
Landscaping & Snow Removal  
Contact: [jobs@hawkdevelops.com](mailto:jobs@hawkdevelops.com)  
(716) 256-1673

FT & PT Medical  
Assistants & Front Desk  
Contact: [jobs@wnymedical.com](mailto:jobs@wnymedical.com)  
(716) 923-4380

Internships: Marketing,  
Video & Photo, Journalism,  
Graphic Design & Print  
Contact: [ssm@sunspinmedia.com](mailto:ssm@sunspinmedia.com)  
(716) 775-7776



# PUMPKIN PIE CAKE

By: [cakebycourtney.com](http://cakebycourtney.com)

## For The Pumpkin Cake

- 1 1/2 cups granulated sugar
- 3/4 cup light brown sugar packed
- 5 large eggs room temperature
- 1 cup vegetable oil
- 1 1/2 teaspoons vanilla
- 2 cups pumpkin puree
- 3 cups all-purpose flour
- 1 1/2 tablespoons baking powder
- 3 teaspoons ground cinnamon
- 1 1/2 teaspoons ground ginger
- 1 teaspoon nutmeg
- 1 teaspoon salt

## For The Pumpkin Pie Filling

- 3/4 cup granulated sugar
- 1 tablespoon light brown sugar packed
- 1 tablespoon cornstarch sifted
- 2 teaspoons ground cinnamon
- 3/4 teaspoon ground ginger
- 1/4 teaspoon salt
- 1 can about 16 oz. pumpkin puree
- 3/4 cup whipping cream
- 1/2 cup sour cream
- 3 large eggs beaten

You can use any vanilla buttercream recipe that you want

## Nutrition Facts

920 calories, 524 g fat (24.2g saturated fats), 154 mg cholesterol, 764mg sodium, 106g carbohydrates (70g sugars, 3g fiber), 10 g protein



## FOR THE PUMPKIN CAKE

1. Preheat 350 degrees F. Spray cooking spray on three 8-inch round cake pans.
2. In a large bowl, beat the sugar and eggs together on medium-high speed for about 5 minutes or until light and fluffy. Add the oil and vanilla and beat on medium until combined. Add the pumpkin filling and mix until combined.
3. In a medium bowl, whisk together the flour, baking powder, cinnamon, ground ginger, nutmeg, and salt, and with the mixer on the lowest speed, gradually add to the pumpkin/egg mixture.
4. Evenly distribute batter into the prepared pans, and place in the center of the middle rack of the oven. Bake about 25 minutes or until a toothpick can be inserted into the cake's center comes out clean.
5. Let the pans cool for 10 minutes.

## FOR THE PUMPKIN PIE FILLING

1. Preheat your oven to 325 degrees F. Spray nonstick spray into a baking dish. Set dish aside.
2. Using a whisk, mix the sugar, brown sugar, cornstarch, cinnamon, ginger, and salt in a medium sized bowl until smooth and there are no lumps.
3. Blend in the pumpkin, whipping cream, sour cream and eggs the dry ingredients.
4. Pour the mixture into the pan and bake for 45 to 50 minutes or until filling has puffed at the edges and center is almost set. Let cool completely and then move to an airtight container, mix, and then store in fridge overnight.

## FOR ASSEMBLY

1. Place the first layer on your cake board, and spread about 3/4 cup of the pumpkin pie filling on top.
2. Repeat step 1 until you get to your final cake layer. Place the final cake layer, top side down, on top of the final layer of pumpkin pie filling.
3. Cover the cake with a thin layer of frosting and chill for 10 to 15 minutes in the freezer.
4. Ice the cake with frosting.





## We Offer:

Printing  
Graphic Design  
Video Production  
Social Media Marketing  
& Photography

## Our Reviews Speak For Themselves!

This was an absolutely wonderful experience. **The SunSpin Media team exceeded my expectations** especially after doing my due diligence other companies as well, there was more stars they would definitely get them. Simply put **they want to know everything about you and your business so that they can best fit your needs** as well as your budgets. I'm glad to have teamed up with such a great group!

**-Brian West**

Love these guys over at SunSpin Media! I am a photographer and I get all my marketing material printed through them. I was so happy with how the prints turned out. **The price was great and I had them in my hands within days of ordering.** I am so impressed by these guys.

**- Jillian Barrille**

From the first day we gathered to discuss our goals, to the day that final edits were made, the staff at SunSpin was **creative, energetic and responsive to our needs and goals.**

**- Frank Borgese**

## GET IN TOUCH TO SEE WHAT WE CAN DO FOR YOU!

[www.sunspinmedia.com](http://www.sunspinmedia.com) | (716) 775-7776 | [ssm@sunspinmedia.com](mailto:ssm@sunspinmedia.com)  
4011 Bailey Ave, Buffalo, NY 14226