

BUSINESS BRIEFS

Good news abounds at area wineries

WHITE SPRINGS WINERY, GENEVA — Won a gold, a silver and a bronze medal — at the *San Francisco Chronicle* Wine Competition in January.

Gold: 2007 Gewurztraminer
Silver: 2007 Sauvignon Blanc
Bronze: White Springs' 2007 Pinot Noir
Professional wine judges throughout the United States evaluated a record 4,736 wines. A public tasting of the winning wines will be held in San Francisco on Feb. 28.

For more information, go to www.white-springswinery.com.

DR. FRANK'S, HAMMONDSPORT — Received a 93 rating in *Wine & Spirits* magazine for its 2007 Riesling.

This is the highest rating the winery has ever received, and it ties for the highest in the region.

The publication states, "This riesling embodies the best characteristics of the Finger Lakes, its fine mineral austerity grounding a generous purity of fruit."

It presents a green gold hue and displays the traditional qualities of Dr. Frank's Rieslings: crisp acidity, a pronounced mineral character and layers of mango, citrus and pear blossoms in the nose. Also, Dr. Franks 2007 Semi Dry Riesling earned a high 90-point score.

For more information, call (800) 320-0735 or visit www.drfrankwines.com.

CASA LARGA VINEYARDS INC., FAIRPORT — Received an 85 rating for its Fiori Blanc de Blanc Champagne, from *Wine Spectator Magazine* during a champagne review for the Dec. 31 issue.

With assistance from Finger Lakes Wine Alliance, Casa Larga and other New York wineries submitted a selection of champagnes and sparkling wines for review.

"This sparkler has a forward personality, with peach, melon and apple notes backed by a medium-weight finish," the magazine's reviewer wrote. "Drink now. 100 cases made."

Fiori Blanc de Blanc is produced using traditional French Methode Champenoise techniques. The wine stays in Tirage for at least seven years and ferments in the bottle, before being disgorged and corked."

ROOSTER HILL VINEYARDS, PENN VAN — Won a gold for its 2007 Estate Semi Dry Riesling and a silver for its 2007 Estate Gewurztraminer at the 2009 San Francisco Chronicle Wine Competition.

It's the first gold for the 2007 vintage, but the 2005 and 2006 earned multiple gold medals at major competitions.

The winery, at 489 Route 54, is closed for the season and will open for weekends in April. Starting in May, it will be open seven days a week.

For more information, call 536-4773, e-mail info@roosterhill.com or visit roosterhill.com.

Castle named permanent CEO at FL Visiting Nurse Service

GENEVA — June Castle has been appointed as president and chief executive officer for the Finger Lakes Visiting Nurse Service.

In addition to serving as interim president and CEO in 2008, she has 12 years of extensive administrative home health care experience, including a previous role as the agency's director of finance. Her expertise in analyzing and implementing programmatic changes played a key role in the agency's reorganization, establishing Finger Lakes Visiting Nurse Service and Ontario-Yates Hospice as one of the most viable, patient focused home health care agencies in the Northeast.

Castle also will be executive director for Finger Lakes Home Care Inc., the licensed sister agency to FLVNS.

For more information, call (800) 253-4439 or visit www.flvns.org.

Dauids finishes exclusive nursing leadership program

WATERLOO — Kelly Davids, director of nursing at Seneca Nursing & Rehabilitation Center, was one of 20 nurses to recently complete a leadership program.

Davids completed the Foundation for Quality Care's Director of Nursing Leadership Program, an exclusive program for nurses in senior management roles who aspire to become or remain leaders in the long-term care profession.

The program is part of the Long Term Care Leadership Institute, which was developed by the Foundation for Quality Care, a non-profit research and educational foundation affiliated with the New York State Health Facilities Association. The program provides college-level credits.



Castle



Gabrielle Plucknette photos / Finger Lakes Times

#1
Belhurst tops in romance

By CRAIG FOX
FINGER LAKES TIMES

GENEVA — For years, the owners of Belhurst have marketed the 19th century inn off Seneca Lake as "One of the Most Romantic Places in New York State."

And now a national magazine, *Sherman's Travels*, has put the historic landmark at the top of its list of small romantic inns and resorts in the country — just in time for Valentine Day.

A story in the current edition tells readers that the Belhurst may be the perfect place for a romantic getaway with that special someone, either to rekindle that spark or for those just starting out together.

Deborah Drago-Leaf, the inn's director of marketing, said she had heard through Ontario County's tourism bureau that the magazine was putting together a list of its top 10 favorite small romantic inns and resorts, so she sent off some information and photos about the Belhurst.

She never thought it would end up on the top of the list, however.

"Oh, my gosh. This is great," she said. "It's really gratifying to say we're No. 1. It's high praise."

Of course, the inn, winery and restaurant have hosted wedding receptions, anniversary parties and brunches for years, and Valentine Day has always been one of the busiest days of the year, she noted.

The recognition will let people throughout the country know what the Belhurst is like as a romantic retreat, she said, adding that reservations are full for Saturday, Feb. 14, but there are still openings for Friday night and Sunday.

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February is "Chocolate Lovers Month" at Belhurst, so a milk chocolate castle and "Sweet Dream" note are placed on each pillow in the guest rooms, such as the one below. It's the tower suite.



FEELING GREEN? CHERRYPHARM
MIGHT FIGHT THAT HANGOVER

By CRAIG FOX
FINGER LAKES TIMES

GENEVA — In marketing their product, the makers of CherryPharm natural juice have touted its ability to help athletes rebound from long workouts. Now they're thinking it can help you bounce back from a night on the town.

John Davey, president and founder of the business — at the Cornell Agriculture & Food Technology Park on Pre-Emption Road — said cherries are a clinically proven sleep aid and natural anti-inflammatory agent.

So "it just made sense" that it would help soothe a hangover, which involves dehydration, inflammation and disrupted sleep from alcohol.

With the help of researchers at the New York State Agricultural Experiment Station, CherryPharm has developed a process that retains tart cherries' natural nutrients and antioxidants, which is what would help with hangovers, Davey said.

"It might make you feel better," he said, adding that it hasn't been proven, but clinical studies of CherryPharm drinks have shown significant improvements in measures of sleep.

In a controlled study, University of Rochester researchers proved that the products help cut the time it takes to fall asleep and the amount of



Spencer Tullis / Finger Lakes Times

Jeff Pitcher works on the production line at CherryPharm.

time it takes to wake up after a night's sleep.

Olga Padilla-Zakour, associate professor of food processing at the station's Food Venture Center, was one of the researchers who worked on developing the company's products five years ago.

There are natural compounds in the cherry that absorb easily into the body and protect muscles from being damaged, she explained.

Davey cited research studies and clinical trials that he said prove CherryPharm can reduce pain and speed recovery from exercise and provide more effective antioxidant capacity than other fruit juices, teas and enhanced waters.

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316 days until Christmas

Victor, Eastview work to prevent another holiday parking jam

By DAVID L. SHAW
FINGER LAKES TIMES

VICTOR — No one wants to see a repeat of Black Saturday at Eastview Mall.

Traffic at the popular Route 96 mall came to a virtual standstill for several hours Dec. 20 as Christmas shoppers overwhelmed the parking lot and access roads.

A plan to deal with a large volume of shoppers, called a "peak parking plan," will be presented to the town of Victor's Zoning Board of Appeals at its 7:30 p.m. meetings March 2 and 16 at the Victor Town Hall, 85 E. Main St.

It's the latest of the efforts that began in October with Wilmorite Property Management, operators of the mall, requesting a zoning variance to reduce from 5 to 4.5 the number of parking spaces required per 1,000 square feet of retail space.

ZBA chairwoman Jean Krym said the board gave it conditional approval. "We were concerned about the arrival of the L.L. Bean Store on the old theater site and how that might affect parking," Krym said. "And we wanted to see a peak parking plan for the period of Nov. 15 to Jan. 15 before we gave them final approval."

The seven-member zoning board also had concerns about valet parking, employee parking and where snow would be piled.

Working on the parking plan for Wilmorite are engineers from BME Associates of Fairport.

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