

Sal Maglie's legend lives on in new barbershop, 'The Barber' Co.

ARTICLE AND PHOTO BY NINA GRENGA

Special to Niagara Frontier Publications

Baseball legend and local hometown hero Sal "The Barber" Maglie's legend lives on as his great-great-nephew, Paolo Beilman, opens a new barbershop in his honor. "The Barber" Co. located at 2301 Pine Ave., in Niagara Falls, is the newest addition to "Little Italy."

Beilman, 20, is nothing short of ecstatic about this new venture.

"It's been a dream of mine to open my own barbershop, and the fact that it's actually happening is so surreal," he said.

"From a young age, I knew I wanted to work independently and be my own boss, and I'm so thankful that I now have this opportunity. I have so many plans for the future and I am so eager to see where the business goes and who I will meet along the way."

In the midst of the COVID-19 pandemic, it's no secret that small businesses have struggled. Some may wonder if opening a new business in today's climate is worth the risk, but Beilman has high hopes for "The Barber" Co.

"I went into this knowing the risks of opening a business in the midst of the pandemic, but I know with following the COVID guidelines and maintaining a strong work ethic that the business will succeed," he said. "I have so many family members who have their own businesses that have survived thus far and, by following their lead and having their support, I have full confidence in this opening."

Amongst a plethora of Beilman's siblings and cousins who have an eye for business, his uncle, Paul Grenga, is also no stranger to operating a successful business in Niagara Falls. Owner of the downtown One Niagara Welcome Center, Grenga has been able to introduce the ins and outs of business and the community to Beilman from a young age.

Grenga said he is excited to see more businesses coming to the Niagara Falls area.

"It's nice to see young entrepreneurs taking a gamble on Niagara Falls," he said. "Paolo is so talented and a hard worker, so I'm looking forward to watching him grow and become successful."

Ironically, framing the business around his "Barber" uncle wasn't



Paolo Beilman is shown with a picture of his great-great-uncle, former Major League Baseball pitcher Sal Maglie, inside the new "The Barber" Co. located at 2301 Pine Ave., Niagara Falls.

Beilman's first idea, but when the thought dawned on him, there was no going back.

"I was excited to create my own brand and see what I could do with it, so I was bouncing around ideas for a while, but none of them were really resonating with me," he said. "While I was discussing some of my ideas, it occurred to me that my uncle was literally nicknamed the barber of baseball. I instantly knew that was it, that would be my inspiration. I couldn't believe it took me so long to come up with the idea given how important Sal is to my family. Growing up, hearing the stories about him, I was always inspired; so to now be opening this shop in his honor, it's indescribable. I really think it was meant to be."

Previously Scibilia's Haircutters, the shop's interior has been given a modern revamp while still tying in the history of Maglie. From biographies of the player to baseball memorabilia, the essence of Maglie is evident as soon as one steps through the door.

Scibilia's Haircutters had been a staple for Niagara Falls for over 100 years. Despite the bittersweet feeling of closing the doors of his business, preceding owner and lead barber Michael Scibilia is amongst many looking forward to the future of "The Barber" Co.

"My hope is that Paolo enjoys the longevity and prosperity that my family and I have enjoyed for three generations - since 1914," Scibilia said. "He will not find a more enjoyable livelihood than barbering, in my view."

Down the street from Sal Maglie Stadium, having another place for lifelong fans of the famed baseball player to celebrate his legacy is

the perfect addition of hometown pride for the City of Niagara Falls.

Maglie, born and raised in Niagara Falls, was a Major League Baseball pitcher for teams such as the New York Yankees and the Brooklyn Dodgers. His notorious nickname, "The Barber," originated from his aggressive "close-shave" pitching style.

Thankfully, getting a haircut from Beilman won't be such a terrifying experience compared to those who batted against Maglie in his career.

Due to the pandemic, "The Barber" Co. will only be offering haircuts and washes, but will be adding services such as beard trimmings to its roster once it is safe to do so.

"The Barber" Co. is set to officially open its doors this week. Hours of operation will be 8 a.m. to 5:30 p.m. Tuesdays through Fridays, and 8 a.m. to 3 p.m. Saturdays.

For more information, check out @thebarberco_716 on Instagram.

Restaino announces disbursement of CARES Act funds

Mayor Robert Restaino recently announced the disbursement of CARES Act grant funds to local community groups working to fight against the wide-ranging effects of COVID-19 within the City of Niagara Falls community.

The CARES Act, or Coronavirus Aid, Relief, and Economic Security Act, is a federal grant working to support American people through the continuing public health crisis and economic impacts experienced due to the COVID-19 pandemic.

"We've gone through a series of these deliveries and, several months ago, we had another group of individual entities that received funding," Restaino said.

Last year, the City of Niagara Falls distributed over \$1 million in CARES Act funds to various agencies and initiatives to assist in services and COVID-19 relief.

Restaino said, "Then, once we received additional funding, we put out a request for individuals to provide programs that may qualify under the requirements of the CARES Act. Once they came in, there was an evaluation that was done relative to whether or not the program met all of the requirements, and then whether or not the program overlapped in some with something else that was occurring."

One of these qualifying community groups was Heart, Love & Soul.

"Thank you to Mayor Restaino and the city for all your support of Heart, Love & Soul," Executive Director Mark Baetzhold said.

Heart, Love & Soul is a food pantry and dining room program. Its operations were affected by the pandemic and, although staffers were forced to close the dining room, they were able to continue operations serving nearly 100,000 meals outside throughout the course of 2020.

"With this funding from the city, we'll be able to continue providing meals," Baetzhold said. "We expect an increase of people who need food support. Food insecurity is on the rise; housing insecurity is on the rise. With these funds, we'll be in a better position, better situation, to provide services to our community and residents in need."

The City of Niagara Falls CARES Act funds, in this distribution, amounts to approximately \$850,000 and will be disbursed among eight community groups:

- ✓ Buffalo Federation of Neighborhood Centers
- ✓ Cazenovia Recovery Systems Inc.
- ✓ Heart, Love & Soul
- ✓ Mount St. Mary's Hospital
- ✓ Niagara Falls Boys & Girls Club
- ✓ Niagara Falls City School District
- ✓ Niagara Falls Memorial Medical Center
- ✓ Independent Contractors Guild of WNY

These groups will focus on areas of the community effected by COVID-19 by providing food services, shelter options, recovery housing, mental health counseling for youth and adults, mobile health care services, connectivity and accessibility for students, apprenticeship opportunities for laborers, renovation of a child care facility, and more within the City of Niagara Falls.

CMP COMMUNITY MEDICAL PHARMACY

282-1292

Local, Independently Owned & Operated Pharmacy Offering Fast & Friendly Service and FREE Local Delivery

Accepts All Major Insurances

- Workers Compensation
- No Fault
- Express Scripts

Walk-In Flu Shots/Shingles Vaccinations with prescription

Compounding Available
Patient Customized Pain Creams

918 Michigan Ave.
Niagara Falls
Mon. - Fri. 9-6 • Sat. 9-3

www.communitymedicalpharmacy.com

DON'T MISS A THING!
Go to our website

↓

wnypapers.com

Local News, Stories,
Classifieds, Coupons,
Service Directory!

NIAGARA FRONTIER PUBLICATIONS

SCOTT interiors

FURNITURE & Since 1953

QUALITY - SELECTION - LOW PRICES

Broyhill • Stanley • Pulaski
La-Z-Boy • Lea • Riverside

FREE DELIVERY

4419 Military Road, Niagara Falls

297-3060

FAMILY BUSINESS CENTER

Committed to strengthening the viability and enhancing the value of family and privately owned businesses.

www.niagara.edu/fbc
(716) 286-8160

CBAcenters@niagara.edu

Stop running your business and start managing it!

Virtual Breakfast Forum!

Due to the pandemic we will be presenting our forums virtually until further notice.

Tuesday, February 2, 2021
8:15 a.m. - 9:30 a.m.
You must pre-register at www.Niagara.edu/FBC

"The Millennial Workforce, Harness the Power!"

The Millennial population is on the brink of becoming the largest segment of the American workforce. Today's labor market is tight and employers are struggling with recruiting, hiring and retaining Millennials. This interactive session will address topics such as why am I having difficulty hiring Millennials? We'll also discuss the workplace culture and leadership style.

Learn, laugh and take away actionable ideas!

Presented by:
Larry Mietus, Founder, Speaking of Strategy

You must pre-register at: www.Niagara.edu/FBC
(You will receive an email back from "Career Services" with log-in details.)

Sponsored By:
National Fire Adjustment Co.

DICAMILLO BAKERY

All Stores Open 7 Days

NIAGARA FALLS
811 Linwood Avenue
Daily 7am-7pm • 282-2341

1700 Pine Avenue
Daily 9am-5pm • 284-8131

7927 Niagara Falls Blvd.
Daily 7am-7pm • 236-0111

LEWISTON
535 Center Street
Daily 8am-7pm • 754-2218

WILLIAMSVILLE
5329 Main Street
Daily 7am-7pm • 635-6504

LOOK FOR OUR NEXT AD WEEK OF FEBRUARY 1, 2021

Classic Pizza

Order in Advance

\$3.00 off

1/2 tray

\$5.00 off

full tray

- Mozzarella Cheese
- Romano Cheese
- Pepperoni
- Mushroom
- Broccoli

Coupons may not be combined with any other offer or discount. Expires January 31, 2021.

Dessert Cakes

\$1.50 off

7" Round • Gold • Chocolate
Banana 1/2 & 1/2 • German
Chocolate • Black Forest

All 7" Cakes

Coupons may not be combined with any other offer or discount. Expires January 31, 2021.

Fresh Dough

Perfect for making pizza, bread or rolls

50¢ off

one pound package

Coupons may not be combined with any other offer or discount. Expires January 31, 2021.

Large Homestyle Cookies

\$1.50 off

A Dozen

Eight Varieties

- Oatmeal Raisin
- Chocolate Chip
- Peanut Butter
- Sugar
- Chinese Chocolate
- Chocolate Walnut
- Snickerdoodle
- Molasses

Coupons may not be combined with any other offer or discount. Expires January 31, 2021.

Italian Bread

Scaletta "Curly Style"

Regular Loaf - 50¢ Off

Double Loaf - 75¢ Off

Hand rolled, hand formed, split & slowly hearth baked!

Coupons may not be combined with any other offer or discount. Expires January 31, 2021.