

## Jerry Flaschner, publisher, civic leader



**Flaschner**

Jerry Flaschner of Williamsville, founder of a popular local publication, died Friday, July 7, 2006, in his home after a lengthy bout with cancer. He had just turned 77 in May and was with family at the time of his death.

Born in Boston, Mass., his early roots were anchored in New England. One of two children, he looked up to his older brother Franklin, eight years his senior, who ultimately built a brilliant law career and became Chief Justice of the District Courts in Massachusetts before dying early in life.

Mr. Flaschner's education began at Milton Academy and ended as a graduate of Yale University. He joined Yale's famous swimming dynasty and was taught by several US Olympic team coaches. As a boy, his summers were equally busy with nearly 20 years spent as a camper and counselor in New Hampshire.

In 1948, he enlisted into the Marines and was eventually assigned to the 2nd Division, spending time overseas with NATO and the Sixth Fleet. He was the ship's Marines' Commanding Officer and spent time on maneuvers in Europe, Africa and the Middle East. Retiring as captain, he stayed active in the Reserves until 1964 and coached the US Marine Corps swimming team to many championships.

Mr. Flaschner enjoyed the pursuit of several different sports during his life including scuba diving, tennis, golf and skiing. He has been very active with local sports foundations, including the Buffalo Bills Quarterback Club, Buffalo Sports Hall of Fame and Buffalo Inner-City Junior Golf.

In 1954, shortly after getting married, Mr. Flaschner began his business career that would ultimately span 52 years. He began with a sales position at Colad making laminated school book covers and his promotions eventually led to an appointment as president of the company which brought him back to Buffalo in 1970.

Future business ventures took him to TRA-VEL, Inc. as president in 1972, operating travel information centers along interstate highways. But in 1974, he merged three companies into Meyer SFS-Niagara Inc., a restaurant supply company based at 2505 Main St. in Buffalo. After turning the business around, he sold it and created Beverage Control Systems which he ran until 1995. Eleven years ago, "Living Prime Time" was born. An upbeat, positive local monthly magazine with Flaschner as publisher, it flourished and expanded into TV, radio and the Internet. "The Best is Yet To Come" was the magazine's logo, featured in a colorful banner across the front page. The publication reached more than 50,000 people a month and in Flaschner's words, was a unique collection of "nice stories and pictures about nice people, organizations and events."

Numerous organizations have been privileged to have Flaschner so actively involved in their efforts, whether as a board member, director or enthusiastic contributor. These include but are not limited to the Buffalo Philharmonic, Buffalo Broadcast Pioneers, Shea's Performing Arts Center, ECC Foundation, All-America City, Salvation Army, and Buffalo & Erie County Senior Services. He has championed efforts in the local healthcare community and stayed active with the Kaleida Health Foundation, Visiting Nurses Association, Waterfront Healthcare Center, Network in Aging, Health For All, March of Dimes, Osteoporosis Resource Center and Coordinated Care.

A year ago he received the E.C.C. Outstanding Communicator and Educational Advocate award, preceded in the past several years by the Dr. Evan Calkins Award, the City of Buffalo Division of Senior Services Community Service Award, the Bud Miller Humanitarian award from the Amherst Republican Committee and the Sister/Brotherhood Award from the Conference of Christians and Jews.

Mr. Flaschner loved taking and sharing his photography and was well-known for carrying a camera around his neck much of the time. Mr. Flaschner is survived by his wife of 52 years, Joy F.; three sons, Dr. Steven, Mark and John; and

four grandchildren.

Funeral services were held Tuesday, July 11 at Mesnekoff Funeral Home.