



2017 Community Leader Business Award



George Augstell

George is a successful businessman and role model for all. He is the owner and manager of Uncle Bill's Coffee Shop in the new Golisano Center next to Niagara Falls Memorial Hospital. Named for his late Uncle Bill, an officer with the Niagara Falls Police Department, George's shop is a unique place where you can get a great cup of coffee and be served with a warm and friendly smile.

George has Down's syndrome, and while that may influence how others see him, it has never impacted how he sees himself. He is a man of dreams, with a deep love for other people, and a strong commitment to family. When the Golisano Center was being developed, George was the natural choice to open his coffee shop. A long-time volunteer in the hospital, George was known for his dedication, his friendly personality, and his compassionate nature.

Working with People Inc. and its affiliate Rivershore, George learned the ins and outs of business. He is hands-on in all areas of the operation - from selecting the menu and employee uniforms, to setting the budget and to choosing a diverse set of vendors. Simply put, he is "Uncle Bill's" and has realized his dream.

For his successes as an entrepreneur and his dedication to treating all of his customers with care and excellent service, the NFJC is proud to present George Augstell with the 2017 Community Leader Award in Business.



"...a just community begins with me!"

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