Ulster County has been compared to hip Brooklyn in recent years, especially as trendy businesses and restaurants have started to appear in Uptown Kingston and other hamlets in Ulster County.

The county’s leaders have noticed and are trying to persuade downstate technology entrepreneurs to relocate here using the region’s affordability, natural beauty and lifestyle as selling points.

If you want to see and hear more, you can’t miss the Chamber’s next breakfast meeting from 7:30-9 a.m. Sept. 22 at the Best Western Plus, 503 Washington Ave.

The breakfast sponsor is Sperry Van Ness Deegan-Collins Commercial Real Estate Associates.

Suzanne Holt, director of the Ulster County Office of Economic Development, will introduce the team that produced a marketing plan aimed at young Brooklyn techies.

Joining Holt for the “Marketing Ulster County” breakfast will be the team of Raleigh Green Inc. (Raleigh Green), the 721 Media Center (Jeremy Ellenbogen) and Evolving Media Network (Kale Kaposhilin).

Holt said after conducting market research and speaking with residents, business owners and municipal leaders about how they would like to see the county grow, her office determined that tech entrepreneurs were an ideal group to enhance our community.

“Many tech entrepreneurs have already

Continued on page 5
Upcoming Chamber Events

Sept. 16
 Noon - 5:00 pm
 Buy Local Expo 2015
 VISIT THE EXPO
 Diamond Mills Hotel & Tavern
 25 S. Partition Street
 Saugerties, NY

Open to the Public • FREE Admission • FREE Parking

Attend educational Business Seminars at the Expo
Presenting Sponsor: Naccarato Insurance

Sept. 22
 7:30 - 9:00 am
 Chamber Breakfast
 Marketing Ulster County
 Best Western Plus
 503 Washington Ave., Kingston, NY

$20 Chamber Members in advance, $25 Chamber Members at the door (with advance reservation), $30 Non-Members.
Sponsor: Sperry Van Ness Deegan-Collins Commercial Associates

Sept. 24
 5:00 - 7:00 pm
 Membership Mixer
 Hudson River Cruises
 On the Rip Van Winkle
 1 East Strand Street
 Kingston, NY

No cost to attend for Members. Reservations required.
Sponsor: Bagnal Motors

Oct. 8
 9:00 - 10:30 am
 Business Card Exchange
 Courtyard By Marriott
 500 Frank Sottile Blvd.
 Kingston, NY

This NO COST networking event gives Chamber Members the Opportunity to Connect with other Chamber Members and to promote their business. All Chamber Members will have two to three minutes to talk about their business and hand out business cards.
Sponsor: Hudson Valley Federal Credit Union

Register for all Events (845) 338-5100
www.UlsterChamber.org
Come and Sail “America’s Rhine”

Hudson River Cruises Marks 35 Years

We’ve had our share of awe-inspiring sunsets this summer and your chance to see one while cruising the Hudson River is just around the corner and above the horizon.

The Chamber’s next Business-After-Hours Mixer is scheduled for 5-7 p.m. Sept. 24 aboard the Rip Van Winkle, operated by Hudson River Cruises. Begnal Motors is the Mixer sponsor.

“We’re celebrating our 35th anniversary and wanted everyone to come down and help us celebrate,” said Sandy Henne, owner of Hudson River Cruises.

Capacity aboard the Rip Van Winkle is limited so early registration is advised. There is no charge for Chamber members to attend, but reservations are required. Call the Chamber office at (845) 338-5100 or visit the Chamber website at www.UlsterChamber.org.

Boarding of the Rip Van Winkle will start at about 4:30 p.m., so plan to arrive early at 1 East Strand at the foot of Broadway in Kingston.

Once on board, it should be a great night on the Hudson River. Mariner’s Harbor will cater the Mixer, Henne said.

“We’ll have cocktails and there will be a chance for everyone to network and visit with one another,” she said. “We’re going to have a few little giveaways for the anniversary.”

The cruise itself will proceed south from the Rondout area and those aboard can see the Rondout and Esopus Meadows lighthouses, as well as other scenery.

“If we turn around down by the Esopus Meadows Lighthouse, they’ll be almost across from the Mills Estate,” said Henne, who once called the Hudson River “America’s Rhine.”

Today, Hudson River Cruises serves about 40,000 people a year offering tours on its flagship boat the Rip Van Winkle, but the beginnings were much more humble. Henne said she ran the business out of a home office in New Paltz the first year. The name of her boat was the Marion T. Budd, which was named after her ex-husband’s aunt.

Hudson River Cruises later had an office where the Maritime Museum is now located, but the Rondout wasn’t the bustling place it is today.

“There was no dock,” Henne recalls. “There was no place to tie up to. I mean, we really took a chance in those years. 1980 was a long time ago. People forget the Rondout was empty then, but it all worked out. Time goes by so fast.”

Henne said she sometimes can’t believe it when she is reminded about the 35-year mark.

“You just keep putting one foot in front of the other,” she said. “You try to keep everything going. I’m lucky I have great employees who have been with me for a long time.

“I think the Lord’s watching over me. It’s a case of everything just kind of fell together. We were in the right place at the right time. We try to do a good job every day. Everybody is treated the same and we try to make sure that everybody gets the same wonderful experience.”

Once the boat departs from the Rondout, you’ll find Henne behind the bar. She said business has been good this year and the historic Rondout area has been full of tourists, who usually come for dinner and a cruise.

The numbers back her up, too, as Ulster County recently announced that tourism revenue continues to grow and topped $514 million last year.

“We’ve had a good summer this year,” Henne said. “The weather has helped a lot. We’ve had a lot of tourists. There’s tourism happening all over the place. Everybody I talk to says everything is up here with tourism, which is great.”

Henne is a regular at Chamber Mixers, but during the summer months she is on the boat. That’s why she is looking forward to hosting her own.

“It will be nice to see everyone again because I miss them in the summer,” she said.

Hudson River Cruises, located at 1 East Strand in Kingston, can be reached at (845) 340-4700 and a full cruise schedule is available at www.hudsonrivercruises.com.
Alcoa Flying High In 2015
Company Is Having Record Year

Alcoa Fastening Systems is adding workers and thriving in 2015, but the company certainly isn’t resting on its laurels and is quickly expanding into the growing solar and wind markets.

As the name implies, Alcoa Fastening Systems is a manufacturer of fastening tools.

“We make the installation tools that install fasteners that go into a lot of the commercial transportation, which would be in truck and rail and many of the airline or airplane platforms as well,” says Russell Yeager, the plant manager at Alcoa.

Yeager said the challenge in growing the business is to stretch into new markets. Alcoa is working with General Electric and other companies as it expands into solar fields and wind towers, both of which need Alcoa’s fastening tools.

“There are only so many people who build trucks,” Yeager said. “There are only so many people who build airplanes and getting into these solar fields and wind markets is very good.

“We’re also getting back into automotive some. John Deere is a new customer, making those big combines. We’ll be on their newest models coming up. We’re spreading out beyond just the airplanes and trucking.”

Alcoa added 12 employees and a third shift in April. The company now employs 130—its highest headcount since the 2009 economic downturn—with an annual payroll of about $6 million.

Helping fuel the company’s success are aerospace contracts for the Boeing 737 and 787 Dreamliner, as well as the Airbus A-320 and A-350.

“Aerospace is doing very well,” Yeager said. “The backlog for Airbus and Boeing is very good. That’s good because there are a lot of fasteners on those planes. Trucking has been very good the last two years.

“We’re having a record year,” Yeager continued. “We’ll exceed $40 million in sales.”

Located in a 140,000-square-foot facility in the Kingston Business Park off Delaware Avenue, some of Alcoa’s clients over the years include Boeing, Airbus, Bombardier, Embraer, Lockheed-Martin, Gulfstream, Raytheon, Freighterliner, Peterbilt, Kenworth, Volvo, Navistar, Trinity Industries and Great Dane.

“Just about any plane you fly in has our products,” Yeager said. “When you sit at the railroad crossing and those things move 5 miles an hour through Kingston, and you see a coal car, that has our products on it too.”

Another new customer is NEXTracker, a California-based solar company.

“They have solar fields all over the place,” Yeager said. “They’ve created a logjam in our plant.”

While all of Alcoa’s business is out of the county, that doesn’t mean the company is not a part of the community. Yeager is the former president of the Council of Industry. Eileen Larocca, Alcoa’s human resources manager, serves on the Chamber’s Foundation board.

“The Chamber, of us, is more of a resource,” Yeager said. “We’ve had several of our people go through the Ulster Leadership Development Institute (ULDI).”

Alcoa is also generous with its money. Since 2002, the Alcoa Foundation has given close to $500,000 in grants to local non-for-profit organizations, including the United Way, Boys and Girls Club, YMCA, Center of Creative Education and Forsythe Park.

The company also disperses action grants, where employees volunteer for a specific project. Alcoa also offers a Bravo Grant, where an employee volunteers more than 50 hours and an organization can receive between $250 and $1,000.

“We do a lot of food drives,” Larocca said. “We’ve kind of adopted the Kennedy

Continued on page 5
‘Marketing Ulster County’ Breakfast
Being Held at the Best Western Plus on September 22

Continued from page 1

chosen Ulster County as a home for their businesses and their families so that a critical mass has formed, which also made it appropriate to target them at this time,” she said.

The campaign is focusing on those with small (two to 10 employees) businesses who are owned by people with young children or those getting ready to start a family, Holt said.

For the video, Holt said Kaposhilin and Evolving Media Network interviewed several tech entrepreneurs who live and work in Ulster County “to document what they love about our lifestyle and many amenities.”

Ellenbogen and his team at Ellenbogen Creative Media edited Kale’s footage and added additional video of the county’s incredible scenery.

Holt said Green is also leading a social media, email and print mailing campaign to reach tech businesses in New York City.

“Although it has a small budget, he is employing numerous techniques to reach as many tech entrepreneurs as possible,” Holt said.

Green said the campaign, known as “Do Business Differently in Ulster County,” includes multiple touch points to reach intended targets, including teams for social media, email, print mailing, event sponsorships and brand engagement.

“Videos comprised of a core 4-minute long overview, a 15-second social media ‘teaser’ and several stand-alone interviews with local Ulster County tech-preneurs,” Green said.

Holt added, “One of the amazing things about the videos is that there is no narration. The tech entrepreneurs tell a beautiful and sincere story about what it is like to live and work in Ulster County.”

Ulster County also sponsored the NY Tech Meetup at New York University on Aug. 4, Holt said.

“This event was attended by hundreds of people in the tech industry and it was a great way to meet and talk directly to many of them,” Holt said.

However, the largest outreach of all will occur on Sept. 12, Holt said. Ulster County has invited as many as 50 New York City entrepreneurs to Ulster County for the day “so that they can see for themselves how amazing it is here,” Holt said.

Gene Berardi (Adirondack Pine Hill Trailways) has donated the use of a bus, which will transport everyone from New York City to visit New Paltz, SUNY New Paltz and the Mohonk Mountain House for lunch.

The visitors will then travel through High Falls and Stone Ridge to Kingston in time to walk around and enjoy the

Alcoa Having A Record Year

Continued from page 4

School and we do a big back to school event there.

“Alcoa promotes community and we promote the involvement of community,” she added.

Alcoa also has helped the community—and itself—by giving a grant to help Kingston High School develop a manufacturing curriculum. Many manufacturers say they have trouble finding skilled workers.

“We’ve had some input on the curriculums, particularly at the high school,” Larocca said. “I think the big thing is the interest in manufacturing.”

While some may have an image of manufacturing as loud, dark and dingy, Larocca said that’s not the case and Alcoa has educated both students and parents.

“We have a beautiful facility,” she said.

“Just the push on that over the last few years with a lot of organizations in the area has really opened us up to be able to hire 12 people.”

Larocca said Ulster BOCES and SUNY Ulster have also provided Alcoa with employees.

“They have the basis and we can train them from there,” she said.

Alcoa Fastening Systems, located at 1 Corporate Drive in the Kingston Business Park, can be reached at (845) 331-7300 or www.alcoa.com.
Making A Contribution To the World
HV Creative Arts Therapy Can Help

Rick Soshensky is a top music therapist today, but he had never even heard of the profession until his mid 30’s.

His late teens and 20’s were spent pursuing his dream of becoming a singer-songwriter/guitarist like Bruce Springsteen, Pete Townshend or Jimmy Page. He was pretty good, too.

“In an effort to move up in the money-earning department, I eventually got jobs as the featured rock singer guitarist in the top New York City society bands,” Soshensky said.

Soshensky played at such celebrated occasions as the wedding of Prince Andrew and Sarah Ferguson, Queen Elizabeth’s Birthday Ball at Windsor Palace, Malcolm Forbes’ “Party of the Century” and other social events of the rich and famous.

“But this was not where I wanted to head,” Soshensky recalls. “What I really wanted to do was make a contribution to the world. I felt that what I was doing, which was playing in bars and parties, wasn’t reaching people in an important enough way.”

He continued to write songs, gig with a band and record music while trying to break into the music business, but as his 30’s dawned, Soshensky began to look for another way to share and use music.

Soshensky said his life changed when his father saw a program about music therapy and shared it with him. “Right from the start, it became clear that was my calling,” he recalls.

He has been serving children, adolescents and adults with diverse diagnoses since 1992.

“My ability to understand it and perform at a highly competent level was quickly recognized by my teachers and more established practitioners in the field,” he said. “Many opportunities came my way and, although I have had a few bumps in the road, in general I have met with only success and fulfillment in the field.”

Soshensky had a dream of starting his own business for several years and “finally, in 2009, my level of experience and confidence seemed equal to the task.” He officially opened Hudson Valley Creative Arts Therapy Studio.

“It really started as a Saturday group for children with disabilities in a church basement in late 2009,” he said.

Soshensky, an author and professor of music therapy at SUNY New Paltz and Molloy College, was soon performing therapy in private homes and for the past few years he has operated of studio space at 638 Broadway in Kingston.

Soshensky’s website (www.hvcats.org) says music therapy “helps children, adolescents, adults and families dealing with disability, illness and any sort of challenging, traumatic or restrictive circumstance find freedom, release and healing.”

The website says music therapy helps clients:

• Become involved and motivated
• Express and share important feelings and ideas
• Discover increased inner resources and independence.
• Enjoy greater levels of fun, friendship and social inclusion.

When asked what makes his business unique, Soshensky said he offers people quality musicianship, a huge repertoire, songwriting and performing ability, and recording, video and technical know-how.

“I don’t think too many people working in the field or related fields have the scope, level of experience or versatility that I have,” he said. “My background in professional music gives me highly developed skills that not too many music therapists have.

“Music therapy is for the growth and healing of the person.”

– Rick Soshensky

“Very few practitioners have all these capabilities.

“Music therapy is for the growth and healing of the person. It is not skill based such as music lessons or pressurized such as a performance class. It doesn’t require that the person ‘fit in’ or be able to follow directions such as a conventional class might. People with disabilities frequently cannot be accommodated in conventional situations. I will find a way to work with and help any person regardless of their challenges.”

Soshensky said progress can be observed and he hears many success stories.

Dr. Rose Roughton, the parent of 26-year-old man with autism, called Soshensky a “miracle worker.” Roughton said his son, who is non-verbal, found his voice while dancing during a session with Soshensky and the man told his father “I love you” for the first time.

“Thank you, Rick, for this priceless gift,” Roughton wrote to Soshensky.

He also has received many other testimonials, including: “My son’s ability to enjoy parallel play and sustain attention, both difficult for children with autism, have greatly improved. He runs enthusiastically in the door.

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HV Creative Arts Therapy

Continued from page 6

when he arrives at HVCATS and he is happy and calm when he leaves,” said John Moser, the parent of an 11-year-old boy with autism.

“Rick is the best music therapist I have ever seen! My son, Sam, loves going to music therapy. We knew Sam liked music but had no idea he had the level of ability Rick brings out. Sam’s confidence and self-esteem have improved. He is singing around the house and loves watching himself in the videos Rick makes,” said Susan Magliano, whose 24-year-old son is autistic.

Soshensky said he gets most of his business from word-of-mouth as happy clients tell others.

“I offer the first session free, no obligation, so people can see if it seems right for them,” he said. “It’s slowly growing.

“I am very open to partnering with local government and businesses to bring quality music programming to those who could benefit from it.”

Soshensky said Tony Marmo, the owner of Normann Staffing and a former Chamber board president, helped him strategize his business and sponsored his first year.

“Since then, the people I have come to know [through the Chamber] and the networking potential have been invaluable,” he said.

Marmo, who was Soshensky’s boss at both the Northeast Center for Special Care and the Diamond Hill Center for Rehabilitation, is sold on his former employee and what he does.

“Rick is a blessing to his clients,” Marmo said. “He helps those with brain injury and dementia to feel better about themselves by giving them an opportunity to build their self-esteem and dignity. He brings them creativity and a sense of accomplishment.”

Hudson Valley Creative Arts Therapy Studio, 638 Broadway in Kingston, can be reached at (845) 514-8669 or www.hvcats.org.
Allan Skriloff is a consummate problem-solver. He can walk into a home for an hour, size up its dimensions, how it’s used and what it signifies.

The wheels in his head are turning as he considers its ease of access and even the lighting, seating and acoustics.

Nothing escapes his notice.

As a professional designer with 50 years behind him, Skriloff then easily rattles off ways to create an aesthetically pleasing and functional environment.

Get this. All for a hundred bucks (locally).

“Everybody says it’s too cheap and that I should be charging $500, but my rationale is I just love doing it,” Skriloff said. “I don’t do it for the money. To me, it’s a puzzle.”

The truth is, the 71-year-old Skriloff was supposed to have retired years ago.

He had been an interior designer for most of his life and had done celebrated projects of all kinds in all corners of the globe.

But the designing bug had lodged deep into a nook of his soul, and the Woodstock man simply could not shake it.

“I just can’t stop doing this,” he said. “I’ll go anywhere for a good job.”

Through Interior Analysis, a space planning-designer firm that Skriloff launched seven years ago, he still does.

His projects have taken him to mountain homes and cottages in the Catskills, city apartments in Amsterdam, Holland, and country cabins in Australia, to name a few.

Clients have dubbed him a “genius” and said he caters to their needs and has an “exceptional eye for the best use of space.”

“I’ve been told that I work magic,” he said. “I love doing it. I also am an artist. I love painting, but design is my passion. I could go on and on and on and talk design 24/7.”

With a background like his, it’s easy to understand why. The Forest Hills (Queens) native attended both Pratt Institute and Parsons School of Design. After graduating from Parsons in 1966, he became a designer for Zimmerman Design and Philip Bruce, Inc.

He later got involved in buying and renovating properties, including three New York City brownstones on the Upper West Side. Skriloff left it behind recently, selling his last building in 2006.

By the 1970s, he had made his mark and was instrumental in designing and creating several stores for Pottery Barn, which also involved creating a custom closet department for the chain, a first in the country.

He also built his own 2,000-square-foot hand-honed log home, which has been featured in a table-top book called Cabin Fever and several other magazines, and has enjoyed filling his home with treasures from flea markets, another one of his passions.

Skriloff doesn’t hold back when you ask him what constitutes good design.

“Good design is timeless,” he retorted, without having to think too hard about it. “When you do something trendy, you’re dating it. When you do something that’s classic, you can’t go wrong.”

Skriloff feels so strongly about it that he changed the direction of a recent feature article in which he was the focus.

A reporter had contacted him about an article he was doing on trends in design, and Skriloff couldn’t help himself.

“I said, ‘You’re talking to the wrong person. Trends are going to be out.’ While I was on the phone with him, I shot him photographs of some of my work. They changed the article from trends in design to trendy or timeless. It was a four-page article, and half of it was on me,” he said.

Skriloff has good reason to be proud of his work. Not only has he gotten endless praise, but he has created an online portfolio on Houzz.com, an esteemed online design magazine. To view his site, go to houzz.com/prp/interioranalysis.

“People can go on and look for a local designer,” he said. “It reaches all over the world, and it’s really quite wonderful website.”

Of course, Skriloff also is a star in his own right when it comes to painting. His work has been exhibited at OK Harris and Jakendoff Bochi Gallery in SoHo as well as the General Electric Headquarters and Manhattan College.

Six of his paintings even made it onto the NBC soap opera “Days of Our Lives” over the course of several episodes, which took place in an art gallery.

More recently, his work has been featured at the Woodstock Art Association, Hunter Gallery, Carrie Hadad Gallery in Hudson and in June, at Orio 9 and New World Cooking in Woodstock.

Skriloff also has several paintings on display and loan at the award-winning Emerson Resort in Mount Tremper.

Still, design and space planning are the two things that mainly get his motor humming. Right now, he’s working on several projects and having a blast.

“I just finished a kitchen in Hurley and I’m doing one in Woodstock. I’m also changing a garage, which had an art studio above. I’m adding two bedrooms and the upstairs is going to be a great room,” he said.

Staying busy in his field and lending his expertise to homeowners facing a space conundrum still feels so right, even at this stage in his life.

“My forte is space planning and my logo is ‘Unworkable space made workable’ for whatever the project is,” he said.
Chamber Breakfast
Sponsors for Sept.
Sperry Van Ness Deegan-Collins Commerical Associates

Continued from page 1

with brokers and principals draws potential buyers to their product, creating interest, and increasing client value.

In addition to the two principal brokers, the newly established SVNDCCA Team is complemented by Advisors; Daniel J. Le Fever, Mark Stryker and Hans Hardisty, all with established careers assisting clients at all stages of the commercial real estate ownership and the leasing cycle. Robyn Prosser, Director of Marketing; Annette Fitzgerald, Director of Operations; and Office Manager and Advisor, Michele Richards round off the SVNDCCA Team, which is now located at 411 Washington Ave., Suite 201 in Kingston.

SVNDCCA’s property management division provides financial management, tenant relations, maintenance and more for a variety of commercial clients.

The newly combined expertise of the Sperry Van Ness Team, together with SVN’s cutting edge technology, enables our Advisors to provide rapid results for an increased return on investment. The SVNDCCA Team is now located at 411 Washington Ave., Suite 201 in Kingston.

For more information on SVNDCCA and the services they provide, please visit their website @ www.svndcca.com or you can reach them by phone @ 845.339.9100.

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Hudson Valley Sunrooms
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For information on Chamber Membership, email Carol Ricken at Carol@UlsterChamber.org

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Frank Guido’s Little Italy
Global Dwelling
Golden Hill Nursing & Rehabilitation Center
Hampton Inn
Hudson River Valley Environmental
Hudson Solar
Hurley Veterinary Hospital PC
Ivy Lodge
J & J Tree Works/Arbor Barber
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Woodstock Works
YWCA Ulster County
PENTAD PEOPLE SOLUTIONS: Pentad People Solutions celebrated their Grand Opening with an Ulster Chamber Ribbon Cutting. They are located in the Besicorp Office Building at 1151 Flatbush Avenue in Kingston. www.pentadinc.com

FROGMORE TAVERN: A crowd of local officials and business people gathered for a Chamber Ribbon Cutting celebrating the Grand Opening of The Frogmore Tavern’s new Rooftop Dining. They are located at 63 North Front Street in Uptown Kingston. www.frogmoretavern.com

RUPCO LACE FACTORY: The Chamber joined the community and RUPCO in celebrating the Grand Opening of the Lace Mill Factory. RUPCO converted a building formerly used as a manufacturing space into artists’ loft living and work space. The Lace Mill Factory is located at 165 Cornell Street in midtown Kingston. www.rupco.org

NEW BEGINNINGS SALON AND SPA: The Chamber joined the new owners of New Beginnings Salon & Spa in celebrating the Grand Opening of the newly renovated salon and space. They are located at 1900 Rt. 9W in Lake Katrine. (845) 336-6919

OLE SAVANNAH SOUTHERN TABLE & BAR: Ole Savannah Southern Table & Bar celebrated their Grand Opening with an Ulster Chamber Ribbon Cutting Ceremony. The restaurant is located at 100 Rondout Landing on the Kingston Waterfront.