

It's A Brave New Digital World

Learn Key Skills At Next Breakfast

The good news is 71 percent of U.S. small businesses now have websites, according to smallbusiness.com. The bad news is just because you have a website, that doesn't mean it's effective or mobile-friendly.

If you've struggled with how to enter the digital world—and thrive there—the Chamber's April 24 membership breakfast is definitely for you. "How to Promote Your Business in a Digital Marketing Economy" will be the topic of the breakfast, scheduled for 7:30-9 a.m. at the Best Western Plus in Kingston. The breakfast sponsor is the Mid-Hudson Valley Federal Credit Union (MHV).

The speakers will be Katy Dwyer, president of the Kingston-based branding firm Katy Dwyer Design; Jeremy Ellenbogen, president and CEO of Ellenbogen Creative Media in Kingston; and Abe Uchitelle, president of Dragon360 (formerly known as DragonSearch) in Uptown Kingston.

Dwyer will kick off the discussion with



Katy Dwyer



Abe Uchitelle



Jeremy Ellenbogen

ways to establish and grow your company's online marketing footprint. "Maintaining a healthy and active digital presence is key in today's economy," Dwyer said.

Dwyer's presentation will include the "do's and don'ts" for your website and social media that will "have your customers clicking and calling, rather than bouncing

away to your competitors."

"I'm going to share some actionable items that companies can go back and do with their website or other online presence," she said. "Sometimes, it's little things, like making sure content is up to date, making sure your website is mobile-friendly and

Continued on page 4

**April
 Breakfast**
April 24
7:30-9:00 am
BEST WESTERN PLUS
503 Washington Ave.,
Kingston, NY

Sponsor:



The April Breakfast Sponsor is Mid-Hudson Valley Federal Credit Union

Mid-Hudson Valley Federal Credit Union (MHV), located in Ulster, Dutchess and Orange counties, provides a wide array of personal and business banking solutions, low rate financing and convenient banking services for your local business' needs. Since 1963, MHV has helped guide members to discover their financial possibilities, wherever they are on their journey. MHV offers a full line



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DAILY FREEMAN

UPCOMING CHAMBER EVENTS

April 12 | 9:00 - 10:30 am

New Member Meet & Greet Courtyard by Marriott

Conference Room | 500 Frank Sottile Blvd. | Kingston, NY
 There is no cost for Members to attend.
 Reservations are required.

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April 18 | 2:30 - 4:00 pm or 5:30 - 7:00 pm

Ulster Chamber Foundation Speed Mentoring & Networking

SUNY Ulster Dining Hall | 491 Cottekill Road | Stone Ridge, NY
 Learn about careers, get tips on career development, and
 network with business leaders. Network for 6-8 minutes at each
 of eight tables with co-hosts, followed by a 30-minute general
 networking session. **Inquiries/Registration: Ingrid Kulick @**
845.338.5100 and UlsterChamberFoundation.org

April 19 | 5:00 - 7:00 pm

Membership Mixer @ Hudson Valley Sudbury School

84 Zena Road | Kingston, NY
 There is no cost for Members and Prospective Members.
 Reservations are required.

Sponsor: Ulster Savings Bank

April 24 | 7:30 - 9:00 am

Chamber Breakfast Meeting How to Promote Your Business in a Digital Marketing Economy BEST WESTERN PLUS

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www.UlsterChamber.org

An Alternative Educational Model

HV Sudbury School Hosts Next Mixer

The Hudson Valley Sudbury School (HVSS) is marking its 15th year in 2018 and the school's founder and staff is celebrating the anniversary by hosting the Chamber's April Networking Mixer.

The private K-12 school, located at 84 Zena Road in Kingston, will open their doors to local business leaders from 5-7 p.m. on April 19. The Mixer Sponsor is Ulster Savings Bank.

"The basic reason we want to host a Mixer is to let more people know about our school and get a basic understanding of how it operates, which is different from most other schools in the area," said Jeff Collins, a staff member and the school's founder.

"We're interested in having a wide understanding of how our school operates. There are a lot of misconceptions about how this school works, and we want to get a better understanding in the community of what we do and why it works for our population of students."

Collins said the Mixer will feature food and drink, as well as tours of the school. A few students will also speak to Chamber members about their experiences at the school.

HVSS, which boasts 78 students and nine faculty members, is different in that it does not have a set curriculum or grade levels.

"Kids are able to freely interact with each other of different ages and it's run as a democracy," Collins said. "The kids are part of that democracy and they get to help decide the school laws and school rules."

"The reason that we do all of these different things is that we feel it's important for students to learn how to work within a community, to gain social skills and an understanding of democracy. They learn their place in a democracy and to know they have a voice and a vote in what happens in their world."

Collins said the students gain confidence, self-determination and self-motivation to be successful adults as they learn through experience.

"During that process, they do pick up academic knowledge, but we feel those other characteristics are ultimately more important to someone's success than specific academic knowledge," he said.

"It's about kids taking charge of their education and being in control of their education and that's what we really want to do. The kids who stay here are self-motivated and determined and want to make their own path and most of them are incredibly, incredibly intelligent."

HVSS's website (www.sudburyschool.com) is full of testimonials from former students, such as this one from Nami Bates: "Sudbury gave me the chance to work really hard on improving my art skills which is my biggest passion. If it wasn't for Sudbury, I wouldn't be as good as I am today. Getting two years straight to devote time to develop my art really made a huge difference."

Collins said the former students the school has kept in contact with have "done very well" in life.

"They've gotten into all kinds of career paths and walks of life," he said. "Some go to college, some don't go to college. It's basically the same kind of ratio as any other school. There are people in science and technology careers, people in entrepreneurial careers. We look at the numbers and we're consistent with any other school in the area as far as college. We actually do a little bit better."

"Ultimately, we feel how you measure someone's success in life is based on: Are they happy with their life and satisfied with what they're doing? Can they achieve the goals they want to achieve? We think we do pretty well in that aspect."

Collins said HVSS joined the Chamber a few years ago and plans to get more involved.

"I feel like I should go to more events," he said. "I think the Chamber community is really active. It's an amazing opportunity. There are so many important people and good people that are involved in the Chamber. What people get out of it is what they put into it."

Collins said that same principle applies to the Chamber's popular networking Mixers.

"They are what you make of them," Collins said. "The individuals who take it upon themselves to go introduce themselves and talk about their business, I think it can be very valuable. Like a lot of things, it depends on individual initiative and interactions."

For more information about HVSS, call (845) 679-1002 or go to www.sudburyschool.com.

Chamber mixers are a great way to network and promote your business. Be sure to bring plenty of business cards. This free networking event is open to Chamber members and prospective members. Reservations are a must and can be made by calling the Chamber office at (845) 338-5100 or by registering online at www.ulsterchamber.org.

Mixer

Thursday, April 19, 5-7 pm

Hudson Valley
Sudbury School

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It's A Brave New Digital World

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making sure it's consistent with the rest of your brand. I'll go a little bit more in-depth on all of those items."

Dwyer said one of the biggest mistakes businesses make is thinking no one is judging them by their website. They are.

Another common error is building a website and then doing nothing with it, while allowing the material to grow stale.

"Websites are not 'if you build it, they will come.'"

That's not how websites work," Dwyer said. "If you build it, they won't just come. Your website is a tool and you have to make sure you're constantly working with that tool and manipulating that tool."

Uchitelle said he will provide an overview of the three core pillars of any successful digital marketing strategy: Traffic Acquisition, Traffic Conversion, and Brand Growth.

"If you're missing one of them, you're not going to be successful," Uchitelle said. "It's important that you have a deliberate strategy for each of the three."

"I'm going to share some actionable items that companies can go back and do with their website or other online presence."

– Katy Dyer

It's time to get Brilliant!



Hello Chamber Member,

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Uchitelle's presentation will highlight how paid and organic tactics—both on-site and off-site—can contribute to a holistic strategy that uses and drives real business outcomes.

"Every aspect of a brand's online presence must work together to be successful, and this three-pillar approach will provide an overview of how each component has an important role to play," he said.

Uchitelle said one of the biggest mistakes businesses make is they only focus on one part of the entire customer journey.

"They don't actually focus on what will create and retain customers in a fuller sense. The approach we take is to make sure you have the three core pillars covered."

Ellenbogen will be offering advice based on his 22 years of experience helping international, national and local organizations use digital media to build their brand and his comments will focus on video.

"If a picture is worth a thousand words, then video is worth over a million," Ellenbogen said.

Ellenbogen will give an overview on how and where to use video to promote your company and engage customers on a whole new level.

"Video is quickly becoming the content of choice for consumers researching for products and services on websites and in social media," he said. "You'll get an overview on how and where to use video to promote your company and engage customers on a whole new level."

"You'll learn the many different types of videos and why they are effective. Get insider tips on how to produce videos on your own by using simple tools that you may already have. Videos can be produced simply, easily, quickly, and cost-effectively."

"For Chamber members interested in staying current with their marketing efforts, this is one breakfast program they should not miss," according to Chamber President Ward Todd.

Chamber breakfast programs are a great way to network with other local business leaders and stay on top of current events. Pre-registration is strongly encouraged. For more information or to register, call the Chamber at (845) 338-5100 or go online at www.ulsterchamber.org.

Putting Their Best Foot Forward

HV Foot Associates A Step Ahead

Dr. Doug Tumen specializes in happy feet.

The doctor of podiatric medicine and one of the founders of Hudson Valley Foot Associates (HVFA) has been around since 1986, and he's cured many ailments over the years.

While Tumen isn't necessarily preachy about proper shoe wear, he shoots straight about things like peep-toe pumps or spiky heels that can lead to or exacerbate foot problems.

"You don't get to choose who your parents or grandparents are, but you do get to choose your shoes," Tumen said.

"A lot of people inherit the tendencies to develop foot deformities and problems, but you can also cause a lot of challenges by wearing shoes that basically jam your foot into a shoe that puts all the weight on the ball of your foot."

Such are the nuggets that the longtime physician passes on to those who find their way into one of HVFA's nine offices up and down the Hudson Valley.

"Education is a big part of our practice," he said. "The challenge that we have is that when most people come in, it's because they have a problem. Their foot hurts. They have that bunion. They have that hammer toe."

HVFA, headquartered at 103 Hurley Ave. in Kingston, operates offices from Albany to Newburgh.

The growth began after Dr. Michael Keller joined Tumen in 1995. He came from a prestigious background that included a residency at New York College of Podiatric Medicine, where he had performed more than 3,000 foot and ankle procedures.

Keller later started the Podiatric Surgical Residency Program at Benedictine Hospital, now part of HealthAlliance of the Hudson Valley. He currently serves as the program director.

MEMBER PROFILE

"You don't get to choose who your parents or grandparents are, but you do get to choose your shoes."

— Dr. Doug Tumen

Dr. Daniel Longo, a Kingston native, is a product of that program and is part of the team of specialists at HVFA.

Even more growth occurred in Dutchess and Orange counties when Dr. Clifford To-back joined the practice, paving the way for offices in Wappingers Falls, Newburgh and New Windsor.

Together, a team of seven specialists has built the practice as a full-service stop offering immediacy, continuity, state-of-the-art technology and a high level of care and skill.

"If you have something wrong with your foot or ankle—it doesn't matter what it is or how old you are—we take care of it," Tumen said.

That includes surgical reconstructions, fractures, bunions, ingrown toenails, sports medicine, diabetic foot care and wounds and a condition known as plantar fasciitis.

According to Tumen, people take an average of 5,000-10,000 steps each day. Exercise and improper footwear also can lead to wear and tear.

"It adds up to a lot of trauma on the heel, and it creates a painful heel. Patients often limp into our office. They can't get out of bed because it hurts too much."

"A cure is just a phone call away," Tumen said.

"The newest thing we offer is a treatment called RPT, or radial pulse therapy. It's a low-energy shockwave, and with five, five-minute treatments over five weeks, we can get the majority of patients better and cured," he said.



"We also specialize in arch supports called 'orthotics,' or we'll do cortical steroid injections as necessary and really evaluate a patient to understand their foot mechanics and try to eliminate the things that make them vulnerable."

That same sort of comprehensive treatment is available for patients experiencing conditions like ingrown toenails.

"It's one of the most common things that we treat. Some people tend to get chronic ingrown toenails. What that means is ingrowing toenails are starting to curve into the side of the skin. Sometimes that is self-caused from wearing tight shoes to cutting your toenails improperly.

"Once it starts to happen, it can move to what I call the 'bathroom surgeon stage,' where patients work on their toenail in the bathroom and try to rip it out and do battle with it. Eventually, they realize they need us."

The board-certified physicians at HVFA can fix it permanently with a simple procedure, Tumen said.

"We use a local anesthetic to the toe and remove a small piece of the nail. We then go back to the root and cauterize it. That prevents it from recurring.

"People come back years later and say, 'The best thing you ever did for me was when you took out that ingrowing toenail.' It really is one of the most rewarding

things we treat," he said.

When it comes to repairing bunions, a protrusion of the big toe joint, the team at HVFA likewise is on point.

"Bunions develop slowly over time. We might see them in the teenage years, but it's most commonly seen in women and men into their 30s, 40s and beyond," Tumen said.

The condition is hereditary, but can be irritated by wearing poorly made shoes, including high heels, the doctor noted.

"It is a good thing for people who enjoy wearing heels if they make them feel good. We live in a fashion world, where advertising shows that perfect person dressed in a certain way. Certainly, some men appreciate women who wear heels, but at some point in their lives, people do choose function over fashion," Tumen said.

"Shoe gear can be a blessing or a curse. There are so many wonderful shoes available today ... with lots of shock absorption and cushioning built into them. Then, we have the other side. We have the shoes that are un-supportive and unstructured and thin-soled and pointy. Everybody has to make a choice opting either for comfort or discomfort."

For the most part, bunions are repaired with outpatient surgery.

"Everybody's correction might be a little bit different, but what we do is realign the great toe joint, so it's in the right position,

and we realign the muscles and tendons to avoid recurrences."

Most patients are walking without a surgical boot in about two weeks, Tumen said.

HVFA also specializes in removing toenail fungus with cutting-edge treatment known as Q-Clear Laser technology—one of the most advanced, FDA-approved lasers available.

And when it comes to diabetic foot care, the practice is a trusted source for education and evaluating complications like neuropathy, the loss of nerve endings in the feet.

"They might get a sore on their toe. It's undetected because they don't feel it, and one day, they see blood on their sock or redness on their toe, and finally they come in. These are the things we educate them on," Tumen noted.

Collectively, the team at HVFA is intent on compassionate, focused care. That translates down to the receptionist who takes your call.

"We've always had a philosophy. We only hire nice people. There's no grumpy office staff here. They're extremely accommodating and helpful. It's a community, and we believe in being part of that community."

Hudson Valley Foot Associates, located at 103 Hurley Ave. in Kingston, can be reached at (845) 339-4191 or www.hvfa.com.

Beefing Up Their Business

Try Applestone's New Vending Business

The next time you get a hankering for a slab of robust ribeye in the middle of the night, you don't have to wait until the cows come home to satisfy that urge.

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So are cuts of perfectly portioned pork chops or legs of lamb—all packaged and ready-to-go.

Applestone, who had formerly owned Fleishers Grass-fed and Organic Meats in Uptown Kingston, first rolled out his refrigerated vending machines in 2016, carving out a niche market for himself and introducing a revolutionary way to shop.

Aside from the all-nighters and worn-out afternoon commuters looking to avoid long lines at grocery stores, a new clientele is emerging at the Applestone Meat Co.

at 3607 Main St. in Stone Ridge and 4737 state Route 209 in Accord, according to Samantha Gloffke, part owner and chief operating officer.

"We have a super-diverse audience. On weekends, this place is swarming with people from Brooklyn or from anywhere, including different states or even countries. People are curious," she said.

No wonder. It's quality meat delivered in a quick, quirky manner at quite simply any hour.

"Buying good food and novelty items from vending machines is a common practice in Europe and Japan," she said. "There are people in the United States using the vending model in innovative ways, like for selling jarred salads and more healthful foods. I do believe that our model is unique in that it's a full-retail experience with a storefront."

On a mission to grow the sustainable food movement,

Applestone is intent on bringing fresh-cut meat to a wider audience. It all boils down to accessibility, Gloffke said.

That's why he moved forward with a new business model that goes beyond a routine butcher shop with a tight schedule.

"It's about getting good food in the hands of people who have day jobs," said Gloffke, who also serves as Applestone's creative director.

Though the Stone Ridge store does have an employee on hand at its customer-service window from 11 a.m. to 6 p.m., it operates pretty much on its own. Freed from the constraints of a fully staffed store, Applestone is able to pass along savings to his customers and change the retail experience, she added.

All the meat in the seven vending machines—four in Stone Ridge and three in Accord—come from Josef Meiller Farm and Slaughterhouse in Pine Plains. The livestock is raised ethically and not pumped with hormones or antibiotics, Gloffke said.

"It's all within a supply chain we have direct access to, and we think people in our community deserve to have those things," she added.

The automat-style machines in Stone Ridge and Accord only carry beef, lamb and pork at the moment, but, in time, the Applestones hope to add poultry to the mix.

As for the cuts in the vending machines, Gloffke said because Applestone practices "whole animal butchery," the offerings are "anything you can find on an animal."

"You can get stew beef or a whole roast. You can go boneless or get thin-cut chops. You can find a beef tenderloin or top-blade steak."

Butchers are available to fill special orders at the customer-service window or online at www.applestonemeat.com.

The rotating vending machines (coined "Meat-O-Mats" by some) are well-insulated and specially designed for food safety.

Applestone, who comes from a long line of family butchers, opened Fleisher's in Kingston in 2004. He sold it in 2013 but then founded the Applestone Meat Co. in Accord. It is a USDA-processing facility.

Gloffke said Applestone and his wife, Jessica, wanted to revisit the retail notion but in a more relaxed way.

That's when the vending machine idea occurred to them.

"It's a totally different model with new possibilities," Gloffke said. "We see a lot of potential for this model of doing things."

MEMBER PROFILE

**"We have a super-diverse audience."
— Samantha Gloffke**

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Beefing Up Their Business

Continued from page 6

The Applestones also are hoping to add a third component to the business by summer—a picnic grilling park for the public on their property next door to the Stone Ridge store.

Gloffke said it's an investment in the community that will be "super-fun and super-comfortable."

"We're hoping to do a lot of things in the future and talk more about where the sustainable food movement is going and what's interesting about our model. The main thing is food access, and we encourage people to stop in. The notion of a vending machine can be a little intimidating if you don't

know what it is. It's just great meat. Once you push a button, it's yours."

The vending machines only take credit cards and "Apple Pay." Those wishing to use cash or checks may place and pick up orders at the customer-service window.

As for the most popular item to date, Gloffke said there's no bones about it.

"We're known for our beef, which is remarkably delicious," she said.

Applestone Meat Co., located at 3607 Main St. in Stone Ridge and 4737 state Route 209 in Accord, can be reached at (845) 626-4444 or www.applestonemeat.com.



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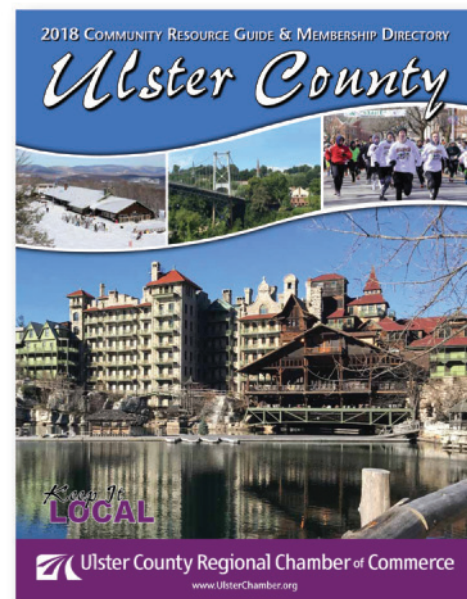
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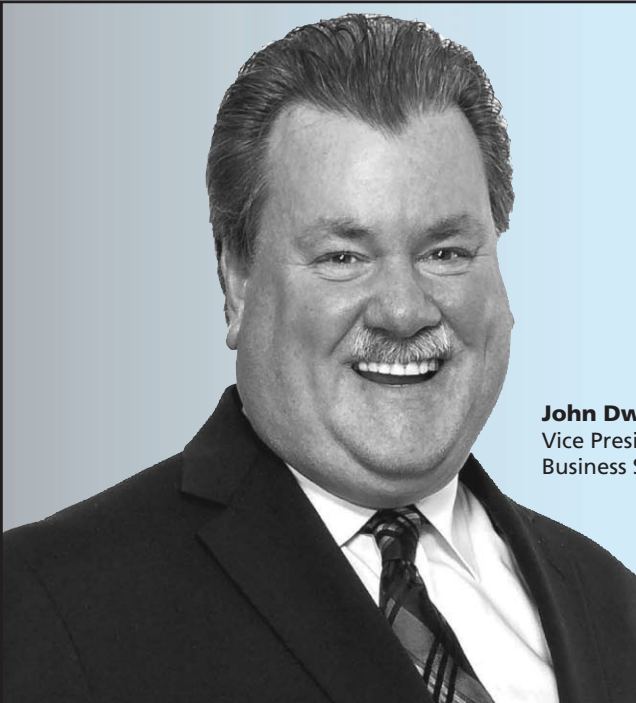
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Keegan Ales
20 Saint James St.,
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March Mixer
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Gina Carbonari and Jack Kralik (both with Ulster County SPCA) with Susan Regan (KeyBank).



Michael Richmond (Fine & Park), Alethea Shuman (Usheco) and Stephen Fine (Fine & Park).



Rose Rubin (SCORE), Jeff Poremba and Patrece Poremba (both with Green Heat) with Shawn McDermott (PuroClean Professional Restoration) and Lee Molyneaux (Green Heat).