

22nd Annual Buy Local Expo

It's the Ultimate Networking Event

There's nothing like conversation over canolis, especially when you're in the company of Frank Guido and Marie Schultz.

The revered restaurateur and his manager at Frank Guido's Little Italy will have a whole lot of pastries and news to share with old friends and newcomers at the Ulster Chamber's annual Buy Local Expo on Sept. 18 from noon to 5 p.m.

"This year, I'm so excited because of the new banquet space at Little Italy," Schultz said. "We're anxious to tell people about it. The space seats about 100 comfortably, and people love the look of it. It's really being well-received."

The Buy Local Expo, being held at Diamond Mills Hotel and Conference Center in Saugerties, is just the place for businesses to toot their own horns.

It's in those face-to-face encounters that future business deals are struck, a major goal of the Chamber.

"We are delighted with the continuing success of the Buy Local Expo," said Chamber President Ward Todd. "It is one of our signature events and the largest networking event of the year in Ulster County."

"The Chamber is all about bringing our members together and connecting them with other businesses, business leaders and the general public. This event, which attracts hundreds and hundreds of people from throughout the Hudson Valley, makes those valuable connections possible."



Naccarato Insurance once again is the Presenting Sponsor of the Expo, which is free and open to the public.

It's all about marketing, growing and taking your business to the next level, according to Elise Anderson, owner of The UPS Store, the Expo's Principal Sponsor.

"We like supporting the Buy Local Expo because it gives all the businesses in Ulster County a chance to strut their stuff, and you get to meet new people and new businesses," she said.

"A lot of times, we hear things like 'I didn't know you

were here,' so it's a way to meet new people and renew old acquaintances. You have a chance to follow-up because many times, we're all too busy. At the Expo, you not only see people you recognize from a breakfast or a Mixer, but you get to see their business on its feet. That's important."

"We all serve the community, and the Expo is a great place to see everybody together and what's in our community," Anderson said.

Tamara Murray of the Emerson Resort and Spa in Mount Tremper couldn't agree more.

"It's definitely great exposure, and the Chamber has such a wide reach business-wise," said Murray, Emerson's marketing and sales director. "Not only that, but they're just such an unbelievable resource for the community. You're getting to see old friends and network with new businesses and meet the community at large."

This year, the award-winning Emerson Resort and Spa is a premier sponsor of Ulster County's largest networking event of the year. Others include Ulster Savings Bank, Central Hudson Gas & Electric, Rondout Savings Bank, Diamond Mills Hotel and Tavern, Hudson Valley Federal Credit Union, 92.9 WBPM and the Daily Freeman

Murray said the Expo is the perfect setting to give fel-

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An Evening In The Park

Kingston's Forsyth Hosts Next Mixer

Author Marty Rubin once called parks and playgrounds “the soul of a city.” If so, the soul of Kingston may be Uptown's Forsyth Park, which draws more than 50,000 visitors a year.

The Forsyth Park & Nature Center, located at 157 Lucas Ave., will draw many of the county's business leaders from 5-7 p.m. on Aug. 29 when it hosts the Chamber's next Networking Mixer.

The city of Kingston's Parks and Recreation Department, the Junior League of Kingston and the Friends of the Forsyth Nature Center are the Mixer sponsors and are playing a prominent role.

“The Junior League of Kingston has been a great partner of the Parks and Recreation Department for a number of years with their building and then rebuilding of Kinderland 2 playground within Forsyth Park,” said Kevin Gilfeather, the city's parks and recreation superintendent.

Gilfeather said business leaders will network under a Sav-On tent, but the park and nature center will be open for tours. Delicious food and drink will be provided by Stone Soup, Papi's Pizza and Keegan Ales.

The idea to host a Mixer came up when the city saw two recent creative venues host one: the town of Ulster's Robert Post Park last summer and the Saugerties Stallions baseball team at Cantine Field this year.

“We have several events and wondered if we had reached out enough to the business community in the Chamber,” Gilfeather said. “It's just something we thought would be a great venue to offer to the Chamber members. We hope that's going to be the case. We're excited about doing this.”

The Junior League of Kingston is also excited about being the sponsor.

“We wanted to use the Mixer to show off our partnership and some of our projects that we've done at Forsyth,” said Kristy Nissen, past president of the Junior League.

“We also want to showcase what the Junior League does. We focus on the women in the community. We're trying to build women to be leaders in the community. We're just trying to get our mission statement out there and see if any women want to join our community work.”

Elenie Loizou, the current president of the Junior League, said the organization has used Forsyth for its “Boo in the Zoo” event, spring egg hunt and other events.

“We do a lot of events at Forsyth,” she said. “We try to have events there and kind of bring people to the area to see how great it is.”

The Junior League, besides its rebuilding of the Kinderland 2 playground, has helped

rebuild fencing at the nature center.

Gilfeather said Mark DeDea, the Forsyth Nature Center caretaker, has also been instrumental in organizing the Mixer. The Friends of the Forsyth Nature Center hold a fall festival there each October.

“The Friends of the Forsyth Nature Center works with our department to make sure that we have an ongoing renovation and rebuilding of our pens and exhibits up at the nature center,” Gilfeather said. “They've been a huge partner with the city of Kingston.”

The park itself features a pavilion, playground and four recently rebuilt tennis courts at the Ron Woods Tennis Complex, which hosts tournaments.

“They are the premier tennis courts in the area,” Gilfeather said.

Forsyth also includes plenty of green space, a baseball field and the nature center, featuring a host of plants and exotic animals, including llamas and alpacas, goats, a pot-bellied pig, Jersey cow, rabbits, chickens, reptiles, a tortoise and a variety of birds.

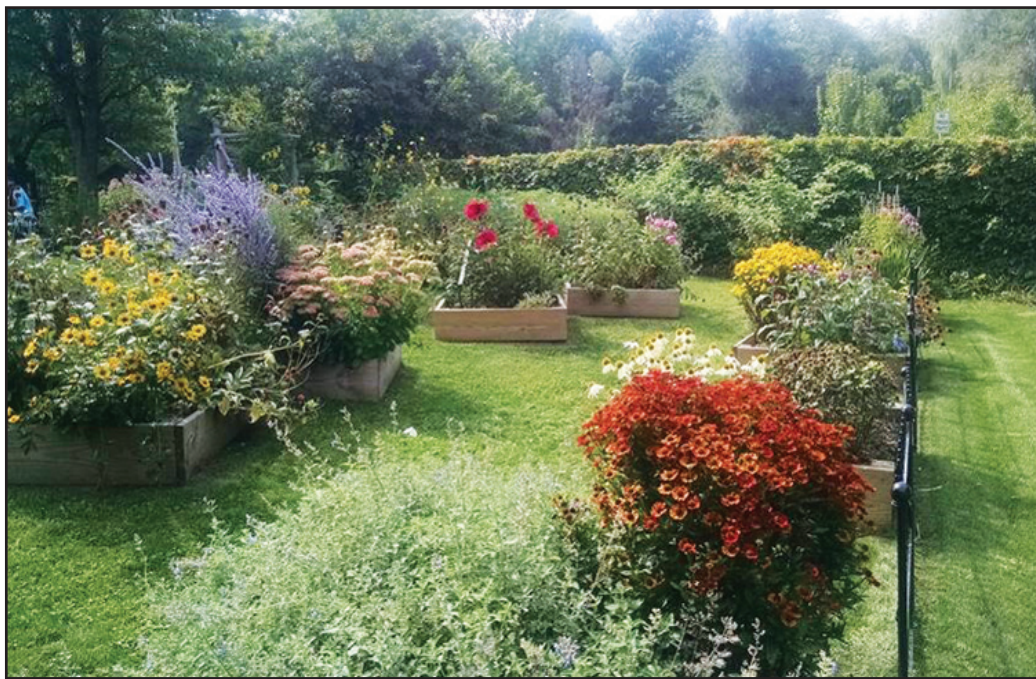
“It's a wide variety of species up at the nature center,” Gilfeather said. “People come 365 days a year. It's open and it's free and that's one of the greatest attractions of all because we average between 50,000 and 52,000 visits a year.”

Gilfeather said people come from as far south as New York City and as far north as Lake Placid to enjoy the nature center. On top of everything else, it features a pond, the John Burroughs reading nook and fanciful gardens.

The entire facility is adjacent to Dietz Stadium, where visitors can find a track, football/soccer field and basketball courts.

“Forsyth is probably our most used park because of its proximity to Dietz Stadium, the attraction of the Nature Center and zoo, the playground, the pavilion and the tennis courts,” Gilfeather said. “It certainly is a great attraction for this area.”

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.

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22nd Annual Buy Local Expo

Sept. 18 from Noon to 5 p.m.

Continued from page 1

low business owners a fresh perspective on Ulster County's enduring tourist draws.

While meeting prospective customers and landing a sale or two often is the goal of exhibitors, Stacey Rein, president of the Ulster County United Way, said the Expo is a lot more than that.

"We get to see people we haven't seen in a while and re-new connections and meet new folks who are doing cool stuff," she said.

Rein and Su Marcy, United Way's vice president, have been participating at the Chamber's yearly Expo for about 20 years, and each year, they said they pick up good leads by interacting with prospective donors face-to-face.

"It's an opportunity for us to make contact with our old friends who support us, and we also meet new people. For our business, that's essential in order to bring new people into the fold," Rein said. "The more we can be out in the

business community, the better.

"We're all in one place at one time, and I think the atmosphere is somewhat festive for a business event. There's a lot of laughter and hugging because there are people we haven't seen since the last Expo. We're in different worlds, but we care about each other, and things change, so it's good to get updated with what's going on in our local business community by seeing all the folks that are there."

Rein and Marcy also have been known to grandstand with creative, eye-catching booths. One year, they lugged in a kayak as a giveaway, and in 2015, they snagged a top prize for their exhibit, "Rec 'n Roll."

Surrounded by vintage records, Rein flashed a mini-skirt and go-go boots, while Marcy showed off some leather pants and cool shades. That was the year the dynamic duo gave away prizes like a one-year membership to MAC Fitness and gift cards to local stores.

"I come up with the ideas, but Su figures out how to market it, which is how we work a lot," Rein said. "She's definitely the person who will take the idea and set the booth up."

With the Expo around the corner, the two are plotting another nifty display and are again hoping to be the life of the party.

Then, there are those cannolis and that equally rich conversation at the Guido Restaurant Group's booth.

"We feel like we want people to have a little taste of who we are, and, of course, as Italian people, we're all about food, so everyone simply must stop by for a cannoli and a hello," Schultz said.

To be a sponsor/exhibitor or to participate as an exhibitor, call the Chamber office at (845) 338-5100 or go to www.UlsterChamber.org.

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Scanlon's Cleaners Has Deep Roots

They Do Much More Than Dry Cleaning

Dry cleaning is still the bread and butter at Scanlon's Cleaners, but the company now offers an array of additional services that "kind of get us over the hump," says owner Casey Scanlon.

"We're pretty much full service and willing to handle anything that's textile-related," says Scanlon, who represents the third generation of his family to take over the iconic business.

Scanlon, 35, said when his grandfather, Bob, started the business more than 60 years ago and his father, Jay, later ran it, the company would turn away some high-risk jobs, but he has decided to expand into other areas.

"We now do area rug cleaning," he said. "We clean UGG boots, which is surprisingly a huge deal for us. We do wedding gown preservation. We do tailoring. We're dabbling now into textile restoration.

"Pretty much anything you can think of that's a fabric, we'll put our hands on it and take care of it."

Scanlon said the company also has started working with fellow Chamber members PuroClean Professional Restoration, SERVPRO and ServiceMaster of Kingston when disaster strikes.

"When they get a job for a smoke loss or something like that,

they'll call us to come in and take care of the fabric-side of it," Scanlon said. "Curtains and any of the garments in the closets wash-and-fold, all that stuff. We'll come and take it, wash it our place and bring it back. That's something we've kind of merged into the last three years."

Scanlon's employs about 25 people at four locations, which have operated under different names over the years, but recently underwent a rebranding. All of the stores now carry the Scanlon name.

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Sky's The Limit At Gardiner Business

Prepare For Big Adventure Kick At Skydive the Ranch

Joe Richards likes to remind first-time skydivers before they take the plunge to prepare emotionally for what may be one of the biggest adrenaline rushes they'll ever experience.

"It's one of those life-changing experiences you get to share with someone else," said the co-owner of Skydive the Ranch in Gardiner. "Skydiving is one of those adventures you don't forget."

"When you do something that you haven't done before that presents a certain amount of risk, you feel empowered and good about yourself."

Richards and his brother, Billy, opened Skydive the Ranch in 1998, some 18

years after Billy launched the Blue Sky Ranch, which catered to experienced skydivers.

Their joint company was formed to train students how to skydive. It is situated on 100 acres at 55 Sand Hill Road in Gardiner, NY.

The Richards brothers own six planes, including four Twin Otters, each capable of carrying up to 22 skydivers at a time.

"On a good summer day, we'll probably do about 700 or 800 skydives, including tandems and student jumps," he said.

Going tandem is what first-timers should



expect. Richards said that is essentially where you are harnessed to one of the ranch's 15 experienced, USPA-rated instructors.

"The people who make the skydives with the first-timers all have at least 500

"Each year, we take up special-needs people--some of them unable to use their arms--and we get them in a harness and contain them, so they can enjoy the skydive."

Before that big ride up, customers will get about 20 minutes of ground training and then get harnessed into a parachute system built for two.

That's when the heart starts to race and the palms begin to sweat big time.

While many have described walking toward the open door of the plane as the scariest part, Richards said the jump itself is hard to explain.

"The aircraft exit might be similar to going down a real steep roller coaster. You'll free fall about 120 miles an hour. Where you get the perception of falling is in rela-

tion to other people in the sky and when you deploy."

Skydivers jump from a height of 13,500 feet. The free fall itself is about 7,500 feet.

"I want the people who dream of flying their own bodies to come and do it with us. I think



we have a nice facility and more aircraft than anybody else east of the Mississippi River," Richards said.

"We have a big airport and lots of space with incredible views of the 'Gunks and the Hudson Valley. We have highly trained and experienced instructors. I think we are great at what we do."

Skydive the Ranch is open seven days a week on an appointment basis and weather permitting. The ranch often hosts group gatherings like birthday or bachelor parties.

For more information, go to skydivetheranch.com or call (845) 255-4033.

He and his team also support people with disabilities who won't let their wheelchairs or other limitations hold them back.

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Scanlon's Does Much More Than Dry Cleaning

Continued from page 5

The two Ulster County locations are at 734 Ulster Ave. in the town of Ulster and 25 Frog Alley in Uptown Kingston. The company also has two locations across the river in Red Hook and Rhinebeck.

"No one has the experience we have," Scanlon said. "We've been doing it for 60 years. We started in 1956. My grandfather started the business. We're community-rooted and we're all born and raised in Kingston and we never left."

There isn't anyone else out there who operates like we do."

Scanlon said he sends his professional cleaners to continuing education in New York City.

"Our competitors just don't do that," he said. "We're mom-and-pop, but our competitors are extremely mom-and-pop."

Scanlon said his business is "all about community." He serves on the board for the HealthAlliance Foundation.

"We're charitable," he said. "We donate to any of the functions or anything going on. We're always participating."

"Our goal is to remain family. All of our staff is like family to us. We go out and talk to all the customers all the time. It's a family thing, and being involved in our community and being available to all of our customers at all times is something that was instilled in me by my grandfather and my father after him. I worked with my grandfather for several years before he died, and it's just always been how

we do things."

That has led to a ton of word-of-mouth advertising for Scanlon that has driven the business for decades, but he also maintains a strong digital advertising presence on Facebook, Google and Yelp.

"Facebook-targeted ads have been a thing I've kind of been dabbling with lately," Scanlon said. "Email marketing is also huge for us."

"If someone is new to the area, they're going to Google dry cleaners and we're going to come up at the top of the search results with the complete listing, complete hours of operation, photos, things like that. We just try to be proactive with whatever the new trend is."

Scanlon said his listing in the Chamber's annual membership directory has also been good for business and he values his Chamber membership.

"I believe the Chamber is living up to what they say they're going to do for each of their members when they say they are going to mention them," Scanlon said. "If someone says in passing, 'Hey, do you know a decent dry cleaner in the area?' they're going to refer them to us. It's valuable to be a part of the Chamber."

Scanlon said the monthly networking mixers have been another plus.

"It's nice to go the mixers and I meet a few new people every time I go," he said.

Scanlon's Cleaners two Ulster County locations are at 734 Ulster Ave. and 25 Frog Alley. Call (845) 338-6146 or (845) 338-7560 or go online to www.scanlons.co



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JDRF, WESTCHESTER/FAIRFIELD/ HUDSON VALLEY CHAPTER

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White Plains, NY 10603
www.jdrf.org/westchesterfairfield
(914) 686-7700

Charlie Lawrence - Volunteer

Category: Non-Profit Organizations

Description: *Local chapter of JDRF; the worldwide leader in funding research to cure, better treat and prevent Type One Diabetes (T1D), an autoimmune disease that strikes children and adults suddenly, unrelated to diet or lifestyle. With T1D, there are no days off and there is no cure. JDRF's goal is to progressively remove the impact of T1D from people's lives until we achieve a world without T1D.*

KATY SPARKS CULINARY CONSULTING

www.katysparks.com
(646) 369-4136

Katy Sparks - Chef & Owner

Category: Consultants - Business

Description: *Led by an award-winning Chef, KSCC works closely with you to craft your unique culinary voice and identity. We tap into the tremendous power that good, authentic nourishing food has to tell a story. A story that will meaningfully connect to the people you want to reach. KSCC designs, develops and delivers the food direction, enticing recipes, and culinary positioning your customers can easily relate to and clearly communicates what your particular food business is all about. As Julia Child put it: "Find something you're passionate about and keep tremendously interested in it".*

LINEMEN INSTITUTE OF THE NORTH EAST

1 Tomsons Road
Saugerties, NY 12477
www.linemeninstitute.com
(845) 247-7393

Nanci Leiching - CEO

Category: Education/Tutoring

Description: *Linemen Institute of the North East (L.I.N.E.) is a 15-week training program in Saugerties founded by Donald Leiching, a 35-year veteran of the electric utility industry. We are a pre-apprentice training program for people looking to gain the essential skills needed to start a career as an apprentice lineman.*

MARKERTEK

1 Tower Drive
Saugerties, NY 12477
www.markertek.com
(845) 246-3036

Wesley Brewer - National Sales Manager

Category: Internet Sales

Description: *Markertek is a 100% Employee Owned Company in Saugerties serving the technical side of the Broadcast Video, Pro-Audio and Pro-AV industries. Our broad list of customers includes the nation's major television networks, pro sports arenas, theaters, live production companies, houses of worship, educational institutions, government, military and advertising agencies for corporations around the world. We specialize in fiber optic and copper cables, connectors, video conversion, video switching, networked AV, digital signage systems and more. If you're producing video at any level, we're your source!*

O'CONNOR & PARTNERS, PLLC

130 North Front St., Suite 200
Kingston, NY 12401
www.OConnorPersonalinjury.com
(845) 303-8777

Jennifer Cameron - Bookkeeper

Category: Attorneys

Description: *Personal injury attorneys.*

**For
information on
Chamber
Membership,
email
Carol Ricken at
Carol@Ulster-
Chamber.org**

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 Alexander Milne, DDS
 American Printing & Office Supplies
 Andy Williams State Farm
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 Clapper Structural Engineering
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 JM Development Group, LLC
 Kimlin Energy Services
 Kristen Willson
 Louis Werbalowsky Long Term Care Insurance Specialist

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 Matthew C. Hall & Company, CPAs, LLP
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 Millers Cruise & Travel
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 Record Storage Solutions
 Safeco Alarm Systems, Inc.
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 Volunteer Firemen's Hall and Museum of Kingston NY
 Walmart
 WDST 100.1FM Radio Woodstock
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 Win Morrison Realty
 Woodstock Chamber Orchestra

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 TechCity

45 Years

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 C3 Quest, LLC

30 Years

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Clapper Structural Engineering
 European Wax Center
 JM Development Group, LLC

20 Years

WDST 100.1 FM Radio Woodstock

Kimlin Energy Services
 Millers Cruise & Travel
 PKHB CPAs

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Coldwell Banker Timberland Properties
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Theresa Cuff Realty
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For Information/Application Contact Ingrid Kulick
 845.338.5100 | Ingrid@UlsterChamber.org
www.UlsterChamberFoundation.org

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