

Destination Venue

Winston Farm Project 'transformative'

John Mullen has always felt a nostalgic connection to the legendary Snyder's Farm Hill off Route 212 in Saugerties. It's where generations of families have ventured each winter for old-fashioned sledding fun and stunning scenery.

The farmland once belonged to the Snyder family and includes a stone house built in the 1800s and Dutch-inspired barn.

"It's quite the place," said Mullen, owner of J. Mullen and Sons, a Saugerties-based construction company. "I would always bring the kids sledding there in the winter. We'd make a day of it and bring the hot chocolate. Mr. Snyder was kind enough to let us use it."

"There are a lot of good memories there. When we were kids, we'd buy our eggs at the Snyder Farm. I was always intrigued by the place. I have a love for old buildings, and this is one of the only places left where there's still a Dutch house and barn together," he said.

When the land, along with the highly desirable Winston Farm, site of the Woodstock '94 music festival, was put on the market in 2019, Mullen and two other Saugerties businessmen, Anthony Montano and Randy Richers, pooled their resources and bought the adjoining properties the following year.

Mullen and his two partners know they've landed a treasure and said they want to be good stewards of the land and preserve the historic structures and a good chunk of the pristine wilderness.

They also aim to dedicate Snyder Hill to the public and install a parking lot for better access. In fact, the trio wants to keep half the 800-acre property green, despite repeated offers from giant corporations.

"Amazon wanted to give us three times as much as we paid for it, and we all said no. It didn't sit right with any of us. We all grew up in Saugerties, and we all live here. We're connected to this community. Winston Farm is a property that's mostly been private, and now, we'd like to be able to share it. It's such a beautiful place."

The business community will have a chance to learn all about the Winston Farm Project at the Chamber's monthly membership breakfast meeting on April 20 at Diamond Mills Hotel and Tavern, 25 S. Partition St. in Saugerties.

Mullen and his partners, along with Saugerties Town Supervisor Fred Costello,



John Mullen



Randy Richers



Anthony Montano

real-estate developer Tom George and Focus Media President Josh Sommers will headline the "Celebrating Saugerties" breakfast. Sawyer Savings Bank is the Breakfast Sponsor. Sawyer Motors is the Underwriting Sponsor of the event, scheduled from 7:30 to 9:00 a.m.

Since the purchase of the property, Mullen and his partners have assembled a team of professionals to determine future uses of the land.

Among their top priorities is the preservation of 400 acres for parks, wetlands, and trails for the public to enjoy, according to the website, winstonfarm.com.

Other possible options for the remaining land include multi- and single-family housing, an amphitheater and event center, boutique resort, business and technology park, campgrounds and shared water and sewer infrastructure.

Tom George, the project leader, said right now, it's a "clean slate."

"We're talking to stakeholders in the community to see what they want and collecting information to see what projects could be developed here," he said. "It's a significant piece of property. We want to make sure it's right for the community and help serves the needs of the community."

He added that protecting the aquifer, which provides drinking water to the town and village of Saugerties, is of utmost importance.

"This community relies on water from the reservoir, and they don't have a backup facility. The village was doing research onsite to try to identify a location to provide a backup water source, so they've done all that work," he said.

"We've committed, and even have a letter of intent with the village, to ensure that we not only protect the aquifer underneath the

property but also let the village develop a well and backup water supply for the community. Anything that gets developed on this property will be tied into a public water system. They would be using water from the village and buying it from the village. The village would be developing a backup water source here and owning their own well," George said.

"The overall vision is to protect and preserve the property. It doesn't lend itself to massive development. We are trying to take these large parcels and develop them responsibly."

The Saugerties Town Board voted in January to act as the lead agency for a full State Environmental Quality Review Act on the proposed project. George said he expects the process to take about 18 months.

"The community is in control, so this next step of public input and a public hearing is going to involve our neighbors, the town, village and anybody who has concerns."

Mullen, the father of seven, said he believes the potential for jobs should be a huge consideration as the project moves forward.

"My kids had to move out of town to make any money. My one son is a New York City fireman and another is a filmmaker in the city. Right now, there's not a whole lot here, so we have the opportunity to bring in jobs with the development," he said.

Saugerties Town Supervisor Fred Costello said he is optimistic about the project because the new owners are local and understand the significance of the property.

"The opportunity it presents excites everyone," he said. "Because of its scale, it has the opportunity to be transformative. This is 800 acres of property adjacent to the New York State Thruway. There's not another parcel

April Breakfast

April 20

7:30-9:00 am

Diamond Mill Hotel & Tavern

25 S. Partition Street

Saugerties, NY

Sponsor:



Underwriting Sponsor:



of that scope in the Hudson Valley, and the opportunities there can achieve many things.

"There's the economic benefit and the potential for more jobs and housing for moderate- to median-income families. Everyone knows about Winston Farm, but only a small percentage of people have experienced it, so there will be opportunities here for outdoor recreation. People will be able to experience it in a tangible way," Costello said.

Chamber Breakfast Meetings are a great way to stay on top of current events and connect with other local business leaders. Reservations are required. Tickets are \$25 in advance and \$30 at the door for Chamber members (\$35 for non-members.) For more information, contact the Chamber at (845) 338-5100 or go online at www.UlsterChamber.org.

April's Breakfast Sponsor is Sawyer Savings Bank

For more than 150 years, Sawyer Savings Bank has provided banking services and supported our local communities and the people living in them. When you bank with Sawyer Savings Bank, you can be confident your banking decisions are made locally and your funds are reinvested back into your community.

"People in our community need a stable financial partner that they can turn to in times of need," said Douglas Sturges, CEO of Sawyer Savings Bank. "We saw that over the last few years with the global pandemic. Despite all the changes that were instituted and hurdles to clear, the staff at Sawyer Savings Bank never let us down. We successfully processed Paycheck Protection (PPP) Loans for many of our customers, providing them critical funding to survive during the pandemic, and worked with them to receive loan forgiveness. There is a sense of pride when you know that our team was able to help save hundreds of jobs in our community over 2021-2022. I am truly proud of the way our team always found ways to persevere and overcome the challenges presented."

Sawyer Savings is a full service business bank offering unique business products such as 30-year amortizing commercial loans and "no-fee" business checking accounts. Sawyer's 30-year amortizing commercial loan is designed to lower monthly payments so small business owners can invest money back into their growing business. And with recently updated technology, such as their new business mobile app, customers can now

deposit checks and manage their money on the go directly from their smartphones.

Sawyer Savings Bank continues to innovate with its products and services, but also believes in leaving the planet better than they found it. Sawyer Savings recently introduced a new Home Equity Line of Credit (HELOC) product, called the Eco-LOC, designed to help homeowners in the Hudson Valley make home improvements that take advantage of alternative energy sources or reduce energy usage in their homes. It can be used for energy efficient rated appliances, attic or basement insulation projects, geothermal heating, solar panels, and more. With a low introductory rate it allows for these improvements to be much more affordable. Additionally, to embrace electric vehicle technology, Sawyer Savings Bank is in the process of installing electric vehicle charging stations at the Saugerties and Highland branch locations.

Throughout its growth, Sawyer Savings Bank never lost sight of its mission of supporting our local communities and serving others. While celebrating their 150th anniversary in 2021 they had the honor of donating \$150,000 to local non profit organizations. The overwhelming feeling of gratitude for giving back to their community in such a large way resonated with the Board of Trustees and staff. As a result, they are pleased to announce that Sawyer Savings Bank is in the process of forming its very own

Charitable Foundation. The Foundation will actively seek and focus on programs that provide positive impacts throughout our communities and to enhance the efforts of not-for-profit groups, institutions, schools, and organizations who work tirelessly to support people in our community.

"We are a committed member of the communities where our customers live, work, and raise their families. To strengthen and enhance these communities, we support charitable giving, sponsorships, and employee volunteer efforts. By the formation of this Foundation, we are committing to a wide range of organizations and programs throughout the region, including programs that promote job creation, business retention, business growth, and community enhancement," said James Whitaker, President of Sawyer Savings Bank.

As Sawyer Savings Bank sets its sight to its next 150 years, their committed officers, trustees, and staff remain focused on its mission to be a trusted leader through the personalized delivery of innovative financial services coupled with an unwavering loyalty towards community relationships. Sawyer Savings Bank, your forever bank.



Healthy Optimism

MAC Fitness First Mixer Of 2022

The dark winter gripped by COVID-19 has transitioned to a spring of optimism, and area business leaders are exhaling. Holly Snow, owner of MAC Fitness at 338 Plaza Road in Kingston, is one of them.

She is encouraged by the recent news that active cases in Ulster County have dropped considerably since the height of the Omicron surge from November through early February.

That was, in fact, the time frame for the annual MAC Mixer, which was originally scheduled for Jan. 19. Due to the skyrocketing number of cases and hospitalizations, the Mixer was postponed to April 28 from 5-7 p.m.

Excitement is building as it draws closer, and businesses get set to network for the first time since last July when the Ulster County Regional Chamber of Commerce held a Mixer at Keegan Ales in honor of the late Tommy Keegan. The Bank of Greene County is sponsoring the MAC event.

Snow said the mood is overwhelmingly positive at the award-winning fitness club, adding that she believes the Mixer will draw an enthusiastic crowd anxious to get out of COVID-19 hibernation.

"We are so excited to welcome everyone back and reconnect with other businesses," she said. "It's been way too long since we've all gathered, so we have a lot of catching up to do. We're happy to be the starting point of the popular Chamber Mixers now that we're at the back end of the pandemic."

As far as Chamber Mixers go, MAC Fitness holds the record, having begun 20 years ago by Chamber President Ward Todd and Snow's late husband and MAC founder, Lyle Schuler. Last January marked the first time the gym did not host the business community due to COVID-19 concerns and a pause in Chamber Mixers.

Snow said she can't wait to open the doors to show off all the upgrades she made to the state-of-the-art fitness facility while it was closed for five months in 2020 due to COVID restrictions. Among the upgrades are 20 new

treadmills, refinished saunas and regouted shower areas for men and women.

In addition, MAC Fitness brought in a fogger machine that uses Alpha HP solution, one of the most effective disinfectants against the COVID-19 virus. The staff fogs the entire gym at closing every night.

Snow said while she was delighted to reopen on Aug. 24, 2020, it took some time to "find out what our new normal would be." Even so, she said her staff and club members adjusted well to the changes.

"We tried to do the right thing for all our members as best as we could," Snow said.

Every year before the MAC Mixer, Snow emphasizes the "New Year, New You" theme, and she said this time, it will have even greater meaning.

"Now that COVID is pretty much in the rearview mirror, there is nothing more important than prioritizing your fitness goals. A lot of folks said they were anxious and worried and ate more during the pandemic, so now it's time to do something about it. We hope they leave here feeling energized," she said.

The gym offers a variety of ways to drop pounds and build muscles, including yoga-based classes called BodyFlow, Zumba and spin classes, BodyStep, a full-body cardio workout, and a program known as BodyVive 3.1, a low-impact full body cross-training workout.

MAC Fitness also has a fully certified professional training staff that will custom design fitness programs to suit each person's lifestyle, schedule and goals.

"At MAC Fitness, we strive to meet and exceed the needs of our members and guests," Snow said. "We always uphold a professional, relaxed, family-friendly environment. We offer programs for all ages and all levels of fitness enthusiasts. From kids to Baby Boomers, we have something for everyone."

At the April 28 Mixer, not only will Chamber members get a chance to catch up

and network but enjoy food from Savona's and beer from Keegan Ales.

"Just come and expect to have a good time," Snow said. "It's going to feel like a new day with new possibilities. You'll get to see old friends and make new ones. We're all craving that social connection. Like I said before, it's been way too long."

For more information on Mac Fitness, call (845) 853-7377 or go to macfitness.net.

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.



April Mixer
Thursday, April 28
5-7 pm



Holly Snow

Kingston Plaza, 338 Plaza Road
Kingston, NY

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Better Your Future With 'Microcredentials'

SUNY Ulster Boasts 14 Different Offerings

Let's say you work as an administrative assistant. You'd like more responsibility and increase your chances of being promoted but going to college full time to enhance your career is not possible.

You can go to conferences and webinars to gain more skills, but a more timely and cost-effective solution is "microcredentials"—short programs that provide relevant skills needed in today's marketplace. SUNY Ulster in Stone Ridge now offers 14 different microcredentials that can give you the skills to keep up in your field.

"These are programs that are aimed at adult audiences," says Deborah Kaufman, director of marketing and media services for SUNY Ulster. "They work well with workforce development. They were created with regional careers in mind and are in areas that our regional businesses need workers.



SUNY Ulster is a two-year community college with a full-time enrollment of about 2,000. Full-time tuition is only for \$2,440 per semester. BestColleges.com recently ranked SUNY Ulster the No. 1 community college in the state (for 2020 and 2021) based on its academics, affordability, and other factors.

For more information about microcredentials, call (845) 687-5022 or email esc@sunyulster.edu. You also can go to sunyulster.edu/academics/microcredentials.php.



For example, the microcredential in customer service was designed in conjunction with Mohonk Mountain House in New Paltz. One of the courses is a paid internship at Mohonk.

"The internship is paid, but it also could lead to a permanent position for someone interested in the hospitality trade," Kaufman said. "Many of these microcredential classes are also grant-funded and tuition assistance is available."

Kaufman said most of our microcredentials are comprised of an average of four classes, but some, such as Advanced Manufacturing and Fundamentals of Clean Technology, are only two classes.

"You can earn a microcredential in a year or less," she said, "Some of them have two to three classes and some have five classes. It all depends on the time commitment you're able to make."

Once someone completes a microcredential, they are awarded a digital badge that can be attached to a resume or LinkedIn account. The microcredential classes are also "stackable," meaning the credits count toward someone going on to earn a certification or associate's degree.

The SUNY Ulster website (sunyulster.edu) touts a study published by Northeastern University showing that almost half of employers report they have increased the level of education preferred or required for the same job roles over the past five years. Meanwhile, the employer value of credentials has increased by 48 percent over that same time.

"In an age where job practices and processes are evolving constantly, microcredentials are effective for remaining competitive and expanding areas of expertise," the website reads.

"The juice behind microcredentials is that they are a very quick way for people who are looking for new skills to gain them. It's a growing area here at SUNY Ulster."

SUNY Ulster offers the following microcredentials: Accounting Computer Skills, Advanced Manufacturing Pre-apprenticeship, Basic Engineering, Building Electrification, Computer Aided Drafting (CAD), Computer Game Design, Computer Numerical Control (CNC) Operator, Computer Numerical Control (CNC) Programmer, Customer Service, Fundamentals of Clean Technology, Leadership, Mobile Application Developer, Small Business Management and Web Application Developer.

"Those are all areas that regional businesses have said they need skilled workers," Kaufman said. "Our certifications and microcredentials were specifically designed with the region in mind."

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UPCOMING CHAMBER EVENTS

Wednesday April 20 | 7:30 - 9:00 am

**Chamber Breakfast Meeting
 "Celebrating Saugerties"**

**Diamond Mills Hotel & Tavern
 25 S. Partition Street | Saugerties, NY**

\$25 Members • \$30 Members at the Door • \$35 Non-Members

Sponsor: Sawyer Savings Bank

Thursday April 28 | 5:00 - 7:00 pm

Networking Mixer @ MAC Fitness

Kingston Plaza | 338 Plaza Road | Kingston, NY

There is no cost for Members and Prospective Members.

Reservations are required.

Sponsor: Bank of Greene County

Monday April 11 | 5:30 - 7:00 pm

**Informational Meeting
 Greece - A Land of Gods & Heroes**

Holiday Inn Express & Suites | 1835 Ulster Ave, Kingston, NY

No cost to attend. Reservations are required. For trip details or to register for Meeting visit UlsterChamber.org.

Monday May 9 | 5:30 - 7:00 pm

**Virtual Informational Meeting
 Treasures of Morocco**

Via Zoom | Presented by Indus Travel

For trip details or to register for Meeting visit UlsterChamber.org.

Registration Now Open!

Wednesday September 14 | 12 noon - 5:00 pm

Buy Local Expo

Diamond Mills Hotel & Conference Center
 25 S. Partition Street | Saugerties, NY

Presenting Sponsor: Naccarato Insurance

**More Info and Registration UlsterChamber.org
 Questions (845) 338-5100**

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DAILY FREEMAN

Bringing Life To Midtown

We Got The Juice Offers Good Eats, Juices, And More

We Got the Juice, the trendy juice bar that is all the rage in Midtown Kingston, has had quite a journey to its present success.

Owner Liz Baker said the storefront space at 694 Broadway opened in 2015 as a place for her artist husband, Joseph LaLima, to create and for members of the community to have studio space to display and showcase their art. "We both grew up in Midtown and we wanted to find something right in this neighborhood," Baker said. "We took the chance."

By 2019, Baker said, "art wasn't flying off the wall." "We had to do something to keep the doors open. We didn't charge for people to showcase their art," she said. "We put a juice bar in and here we are."

That something was opening We Got the Juice, a juice bar offering healthy food and drink options to accompany the art space. The business was open for about a year before COVID-19 hit, forcing a yearlong shutdown. We Got the Juice reopened last December and has been one of Midtown Kingston's busiest businesses ever since.

"We're in an underserved area, so we promote healthy eating," Baker said.

The business, with a theme of "Nurturing Your Mind, Body & Spirit," offers juices, fresh fruits & vegetables, smoothies, paninis, wraps, salads, as well as vegetarian and gluten-free options and even breakfast. The best-selling items are Charily's chicken wrap and avocado toast.

We Got the Juice gets most of its customers from social media, especially Facebook and Instagram. Baker said the Ulster Chamber Eateries United Facebook page has also given her business a huge boost.

"They put our menu on social media," she said. "A lot of people depend on that Facebook page for places to eat."

Another huge boost for We Got the Juice was joining the food delivery service DoorDash.

"It's really been our social media and word of mouth," Baker said. "We're starting to get traffic. Since we've opened back up, it's picking up a little bit."

"It's just our vibe in here, to be honest. Everybody that comes in says we have a good vibe. The energy is good. It's positive. It's upbeat. It's community-based. It's like a family more than a business. The customers that come in are like family to us."

Baker runs the business with just one other employee. A 1987 graduate of Kingston High School, Baker, and her husband have deep roots in Midtown.

"It's where I grew up, so I get to see the people I grew up with. Their kids and grandkids come in. I just love it because it's like family. I'm connected to the community I grew up in. I'm connected to the people and families I grew up with," she said.

Baker said she believes Midtown Kingston can make a comeback without the gentrification that has hurt so many communities.

"Things can only get better. We came in at a time when nothing was here and it's only gotten better. So, I'm excited. I just don't want them to push the inside out."

We Got the Juice still displays art and a small studio space upstairs, where young people sometimes create music. It's also not uncommon for youth to put a speaker outside and play an impromptu jam session.

The business also offers nights for spoken word and games.

"We urge people to come in and say hi," Baker said. "We love people, and we love our community."



Jess Davis and Liz Baker

We Got the Juice is open 10 a.m. to 6 p.m. Tuesday, Wednesday, and Thursday, 10 a.m. to 7 p.m. Friday and Saturday, and 10 a.m. to 3 p.m. on Sunday. They are closed on Monday.

694 Broadway in Kingston, can be reached at (845) 481-4089 or via Facebook and Instagram.

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INFORMATIONAL MEETING
 Monday May 9, 2022 @ 5:30 pm | Via Zoom
 No cost to attend this meeting but reservations are required.
 This trip is open to Chamber Members and the general public.

For more details, Itinerary or to Register for Informational Meeting visit
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Jim McCann - Founder
Category: Photography
Description: *We specialize in shooting photos of kids in action and capturing special moments. This can include following a rambunctious toddler around with a discrete video camera gather footage to use for still capture, and using video to catch great moments in kid's sports events, both in video format and extracted stills. We also spend a lot of time capturing beauty in the world and make these photographs available as greeting cards, prints, and family photo albums.*

MARGARETVILLE TELEPHONE COMPANY

579 Main St.
Margaretville, NY 12455
www.mtctelcom.com
Matthew Steen - Marketing Manager
Category: Internet Service Providers
Description: *Margaretville Telephone Company is a local, employee-owned company providing High-Speed Internet, Cable TV, and Phone Service to residents and businesses throughout the Greater Catskill Region. Established in 1916, MTC has transitioned from a business offering basic telephone service to 16 dairy-farms, into a company providing a suite of voice, video, data, and commercial services to over 8000 customers throughout portions of Delaware, Greene, Schoharie, and Ulster Counties. MTC is a founding partner in the Delaware County Broadband Initiative (DCBI), a partnership with the Delhi Telephone Company, Delaware County Electric Cooperative, and Empire State Development facilitating the deployment of 2000 miles of fiber optic facilities supporting broadband expansion to unserved residents. Throughout the years, MTC has strived to provide excellence in customer service, foster business relationships, and expand investments back into our communities. In 2018, MTC transitioned to an employee-owned company further strengthening the dedication to customer service, community involvement, and benefits of local ownership.*

MARY COLLINS REAL ESTATE, INC.

1304 State Route 213
High Falls, NY 12440
www.marycollinsrealestate.com
Jim Allred - Broker/Owner
Category: Real Estate
Description: *We are an independent real estate office located in Ulster County that is staffed with an outstanding team of experienced and friendly agents. We seek to provide our clients with a wealth of knowledge, experience, and personal service throughout a real estate transaction.*

MID-HUDSON HUMAN RESOURCES ASSOCIATION

PO Box 4992
Poughkeepsie, NY 12602
www.midhudsonhr.shrm.org
Kelly Caldwell - President
Category: Non-Profit Organizations
Description: *Mid-Hudson Human Resources Association (MHHRA) is a professional human resource association based in Ulster and Dutchess Counties. It is a local chapter of the Society for Human Resource Management (SHRM). MHHRA's goals are to discuss issues pertaining to human resource interests; to share ideas, information, and skills; and to provide educational opportunities for all facets of employee relationships.*

MOUNTAIN FLOAT SPA

215 Main Street
New Paltz, NY 12561
www.mountainfloatspa.com
Olivia Rodas - CEO
Category: Spas
Description: *Floatation Therapy and Massage Therapy Mind and Body Wellness Spa.*

PENNRose LLC

45 Main Street, Suite 539
Brooklyn, NY 11201
www.pennrose.com
William D'Avella - Developer
Category: Real Estate Development/Investment
Description: *Real Estate Developer & Management Company.*

PNJ TECHNOLOGY PARTNERS, INC.

426 New Karner Road
Albany, NY 12205
www.pnjtechpartners.com
Rachael KuhnMunch - VP Administration
Category: Computer Systems & Service
Description: *Complete source for IT Solutions. Managed services, networking, servers, storage, virtualization, backup and recovery, software and hardware procurement, wireless cloud services and security.*

PTS CONTRACTING

200 Business Park Drive, Suite 205
Armonk, NY 10504
www.ptscontracting.com/
Tivona Cunningham - Business Development and Marketing Director
Category: Construction - Commercial
Description: *For over a decade in the Tri-Sate area, PTS Contracting has been a trusted, innovative, client-centric commercial construction company with unique healthcare construction and project management expertise. We additionally serve commercial, retail, and hospitality sectors. We continually build relationships to create a better future for our people, clients, and extensive network of industry partners. Our commitment to value, excellence, innovation, and safety are embedded in the foundation of our business.*

ST. CATHERINE'S CENTER FOR CHILDREN

53 Albany Ave.
Kingston, NY 12401
www.st-cath.org
Michele Puleo O'Hare - Executive Director of the Foundation
Category: Human Services
Description: *St. Catherine's Center for Children provides a comprehensive range of child, community-based, and homeless services designed to offer hope, foster growth, and improve the lives of the children, families, and adults we serve.*

TOWNSQUARE MEDIA HUDSON VALLEY

2 Pendell Rd.
Poughkeepsie, NY 12601
www.townsquarehudsonvalley.com/advertising-and-marketing-for-business/poughkeepsie-ny
Lisa Montanaro - Director of Sales
Category: Advertising Agencies
Description: *Townsquare Media is focused on delivering customized, cross-platform, customer-oriented solutions to help businesses GROW.*

XTERIOR SOLUTIONS

190 Cardinal Rd.
Hyde Park, NY 12538
www.goxterior.com
Deo Liberatore - Marketing Consultant
Category: Roofing & Siding
Description: *With many years of experience, Xterior Solutions is recognized as a leading contractor for residential and commercial roofing and home siding services in Greater Hudson Valley. We focus on providing quality products and exceptional customer service to surpass our customers' expectations.*

For information on
Chamber Membership,
email Jess Davis at
Jess@UlsterChamber.org