

'Shop Small & Win Big' Fun Facebook Campaign Could Pay Off

For local small businesses in retail, the final two months of the year are their most important. Statistics show that many businesses do 75% of their annual sales between November 1 – December 31, confirming that the term, 'Shop Local' has more meaning than ever.

It's due to that fact that the Chamber conducts their annual 'Shop Small & Win Big' campaign during the holidays. This year, the campaign will run from Nov. 26 to Dec. 21 and will feature an online contest with a \$500 Grand Prize. This is a unique opportunity to combine your love of shopping with social media, all while giving a huge boost to our local merchants.

When you stop at a local business, here's how you can be eligible to win:

- Take a selfie or a photo at a Chamber business
- Post that picture on Facebook
- Use the hashtag #UlsterShopper22 in your post
- The Chamber will randomly pick weekly winners with prizes provided by the Emerson Resort & Spa, Kenco Outfitters and Herzog's Home & Paint Centers. The campaign will close with a \$500 Grand Prize from Ulster Savings Bank on the final week.

Jess Davis, the Chamber's Director of Membership, said this will be the fifth year for 'Shop Small & Win Big.' The first year was a one-day event, but that was quickly extended to a week. Last year's event stretched a full month before Christmas.

"We wanted to do that again," Davis said. "We wanted to keep that excitement and focus on keeping it local and shopping small through the whole holiday shopping season."

"The whole idea is to highlight local whether it's a gift certificate to a boutique, restaurant, or maybe to a local theater like the DENIZEN Theater or Shadowland in Ellenville. Maybe it's the Emerson Resort & Spa or the Mohonk Mountain House, or an experience like Rail Explorers or the Catskill Mountain Railroad. The idea is to highlight all our local ways to shop for the holidays, whether it's an item, a product, an experience, or an adventure."

'Shop Small & Win Big' kicks off Nov. 26 on Shop Small Saturday. Chamber board members will be among those out at local businesses distributing 250 swag bags full of discounts and coupons from Chamber businesses. The Chamber's annual Community Resource Guide & Membership Directory will also be included to provide a "map" of where to shop, Davis



said. "We're going to incentivize people to keep it local with discounts," Davis said. "Each year it gets more exciting, and we see more community engagement and I think every year the committee gets more creative and makes it more fun."

Connie Harkin, assistant vice president for marketing and communications at Ulster Savings Bank, said she and other members of the 'Shop Small and Win Big' committee will also be handing out swag bags.

"It's just a way to encourage people to shop local and to remember our local businesses, especially during the holiday season," Harkin said. "Ulster Savings Bank loves to support this because we're all about local and we're a local bank."

Another committee member, Tamara Murray, the marketing and sales director at the Emerson Resort & Spa, said she will give away swag bags at the Shops at Emerson in Mount Tremper.

"We started this to bring attention to shopping local and supporting our local businesses," she said. "That became even more important during the pandemic. Each year, we continue to try to make 'Shop Small and Win Big' better, refine it, add different things to it and make it more popular and more successful for all the local businesses."

Murray said some businesses have joined the Chamber just to be a part of 'Shop Small and Win Big.'

"If you're not a Chamber member already,

then become a Chamber member," Murray said. "When you're a Chamber member, make sure that you're working with the Chamber on all of these special events. 'Shop Small and Win Big' is not the only event the Chamber does. There are so many other opportunities to get your business front and center."

Follow 'Shop Small and Win Big' on the Chamber's Facebook Page and on the Chamber's Group, Ulster Chamber Small Businesses United.

A Holly Jolly Mixer Ole Savannah Hosts December Networking Event

By the time Chamber members gather for the monthly Mixer at Ole Savannah Southern Table and Bar on Dec. 7, the holidays will be in full swing.

That's because owner Dave Amato will have already opened his seasonal ice-skating rink and lit the 30-foot Christmas tree outside his towering restaurant on the Rondout.

Amato, one of the most generous and hospitable restaurateurs in the Hudson Valley, plans to outdo the holiday spectacle he debuted last year by hosting Olympic figure skaters and doing up the light show even better for the public on Dec. 3.

Four days later, he'll pivot to welcome his fellow Chamber members at the holiday Mixer from 5-7 p.m. In the spirit of the season, YUP will be collecting new toys for People's Place. On tap will be plenty of festive food and special music to ring in the holidays. The Mixer Sponsor is Timely Signs.

"We love doing the Chamber Mixer right before the holidays," Amato said. "It's such a great time to be together, celebrate and network, and people get to see the place, what we do and what we're all about."

Ole Savannah Southern Table and Bar is the perfect spot for it. The 19th-century building, which once served as the Cornell Steamboat Company's boiler shop and later as a steel fabrication shop, is known for its wide spaces and industrial-chic appeal. The addition of a Sperry Sailcloth tent outside creates the ideal setting in warmer seasons for weddings, rehearsal dinners, bridal and baby showers and corporate events and can seat up to 140 people.

Amato said he's always honored to showcase the restaurant during social events like the Mixer and whet people's appetites with special hors d'oeuvres. Ole Savannah's menu is inspired



Dave Amato with Miriam Gibbons from the Chamber Board

by Southern cuisine and infused with Hudson Valley flavors. The restaurant has won countless awards for waterfront dining, barbecue and buffet offerings.

As far as the Chamber Mixer goes, attendees will have plenty to see and do. Once you've had a cocktail, taken a selfie in front of the 20-foot Christmas tree inside and handed out

your business cards, you can try out the 30-by-60-foot ice-skating rink Amato introduced last year.

Known as the Rondout Ice Rink, the attraction is open to the public from December through February and can accommodate up to 20 skaters at a time. Ole Savannah offers skates for rent. The cost is \$20 per hour with skate rental and \$15 per hour without skates.

"We really wanted to offer something unique for our residents and those visiting from out of town," Amato said. "During the winter, there's not a lot to do, so we thought this would be a great activity for people suffering from cabin fever and looking to get out of the house. It was a hit last year, and we want to keep it going."

For more information on Ole Savannah Southern Table and

Dec. Mixer

Wednesday, Dec. 7
5-7 pm

Ole Savannah Southern Table & Bar
100 Rondout Landing
Kingston, NY

Sponsor:

Bar, located at 100 Rondout Landing in Kingston, call (845) 331-4283 or go to olesavannah.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 at (845) 338-5100 or by registering online at www.ulsterchamber.org.

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Scouting Shapes Young Lives

Rip Van Winkle Council Bounces Back After Pandemic

Scouts are taught to be trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent.

You can also add resilient to that list after COVID-19. "We're still alive. We're still kicking," says Dana Kuhns, Executive Director of the Boy Scouts of America/Rip Van Winkle Council in Kingston. "The pandemic did hit us. We did take some membership losses. We had some units that were inactive because of the Department of Health requirements that would not allow us to meet or be face to face."

"As you can imagine, having a 9-year-old do a Zoom meeting where they're working on a den project with other 9-year-olds became very difficult, especially for some folks who may not have necessarily known how to use Zoom in the past. It was challenging."

Kuhns said kids are slowly returning as people get the itch to be outside.

"Now that we are starting to come out of COVID, we are seeing more and more people that are getting back into the program," he said. "They want to get outside. They're tired of being stuck in the house. We're one of the best organizations out there to get youth into the outdoors."

The Rip Van Winkle Council is the administrative organization that oversees 530 kids, who are involved in 31 different scouting units in Ulster and Greene counties.

Kuhns said the units include Cub Scouts (up to 5th grade), who wear the familiar blue uniforms and compete each year in the Pinewood Derby car race.

"We have dens for boys and dens for girls," Kuhns said.

Cub Scouts are best known for the Pinewood Derby, where kids build small wooden cars to race. Kuhns said the program has "gotten competitive" and more high-tech, but at the end of the day it's a time for parents and grandparents to get involved.

"At its core, it's about a young scout working with a parent to build a car and race it and spending quality time together," he said.

Older kids take part in Scouting BSA Troops (ages 11-17), which is the former Boy Scouts. However, the group changed its name since admitting girls.

Scouts are known for the 30-year Scouting for Food program in November. They hang food bags on local doorknobs and then collect the bags later and take the groceries to a local food pantry.

"They don't get anything out of that other than service hours, but they are doing a good thing for an awful lot of needy families that are out there," he said.

Kuhns said another unit, a Sea Scout ship, is located at the Hudson River Maritime Museum in Kingston and is for co-ed youth ages 14-20. The program "promotes better citizenship and improved members' boating skills through instruction and practice in water safety, boating skills, outdoor, social, service experiences, and knowledge of our maritime heritage," Kuhns said.

Another program, Exploring, is for boys and girls ages 14-20 and "provides exciting activities and mentorship for youth looking to discover their future career," Kuhns said.

Venturing is for male and female high school students (ages 14-20) and operated through Venturing Crews, "units of youth and advisors that meet on set schedules and plan activities and events for youth," Kuhns said.

An Eagle Scout with 36 years of scouting experience throughout Pennsylvania, Maine, and now New York, Kuhns is a strong advocate and spokesman for the organization.

"I believe it can make a difference in a kid's life," he said.



Boy Scouts Board Chair Bill Calderara (L) with Scout Leader Frank Tietjen, Scout Lucas L. and Dana Kuhns, Executive Director of the Rip Van Winkle Council, Boy Scouts of America.

organization has changed policies and taken several steps to address the scandals the organization has grappled with in recent years. Every adult leader must now take a youth protection training course annually and there is no one-on-one contact between scouts and leaders. Campouts also require two or more registered, adult leaders.

"We recognized there were issues," Kuhns said. "We have gotten much better as an organization. We've also implemented several rules and regulations along the way and common-sense policies to make sure we protect our scouts as much as possible."

One of those changes is that all e-mails to a scout must be copied to another registered adult or parent. The scouting

"Every kid who has ever joined a scout unit has had the opportunity to grow and mature. This is an organization where kids are allowed to make mistakes and learn from mistakes."

Kuhns remembers the time he forgot a frying pan before a campout. The scouts on that trip learned a variety of ways to cook eggs without a pan—and to make a checklist.

"To this day, I live by checklists," he said. "Scoutmasters teach that we may make mistakes, but we learn from mistakes."

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handbook also includes information about the new rules, how to avoid abuse, and the reporting process.

Kuhns had praise for scout leaders, noting that kids might not remember the names of their elementary school teachers, but they can often recall a scout leader's name.

"These individuals only took an hour a week, but I remember them because of them taking that hour and committing that to me and seven others. They made an impact on my life," he said.

Boy Scouts of America/Rip Van Winkle Council is located at 1300 Ulster Ave., Suite 107, in the Hudson Valley Mall and can be reached at (845) 339-0846 or rrvwsa.org.

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Networking Mixer @ Ole Savannah Southern Table & Bar
100 Rondout Landing | Kingston NY
There is no cost to attend but reservations are required.
Sponsor: Timely Signs

Thursday December 8 | 9:00 - 10:30 am

Business Card Exchange
Holiday Inn Express & Suites - Kingston
1835 Ulster Avenue | Lake Katrine NY
Space is limited. Reservations are required.
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Tuesday December 13 | 7:30 - 9:00 am

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