

# New Ulster BOCES Super Breakfast Guest

## An Early State to Workforce Development

To meet Ulster County's current and future workforce needs, schools need to begin the conversation about the types of jobs that are available when students are in elementary school and not wait until they're ready to graduate from high school.

Dr. Jonah M. Schenker, the new District Superintendent of Ulster BOCES (Board of Cooperative Educational Services), will discuss this strategy and more when he speaks to Chamber members at the next breakfast meeting June 21 from 7:30-9:00 am at The Venue Uptown at the Best Western Plus. It's sponsored by WMC Health and HealthAlliance Hospital.

Ulster BOCES offers a host of high school training and adult education programs ranging from carpentry, HVAC, electrical work, welding and metal fabrication, graphic design, nurse assistant, music production, culinary arts, cosmetology, cybersecurity, criminal justice, computer science, aviation, robotics, and more.

In Career & Technical classes, students regularly apply both theory and actual skill. Upon course completion, students not only know how a task should be done, they've actually done it.

The very essence of the mission of BOCES is its role as collaborator and facilitator. This is most evident through its work in supporting the county's public schools in achieving their own missions by providing educational expertise and expanding access to programs and services for students through the efficiencies of collaboration.

But, says Schenker, there also exists a unique ability to foster conversation, collaboration, and outcomes to support economic development by connecting K-12 education, higher education, and workforce leaders.

According to Schenker, conversations about workforce and economic development can be more impactful if they begin with a discussion

of the role of the 13 years of education that occur before a high school graduate enters college or goes directly into the workforce. It is here, says Schenker, where economic development and closing the workforce gap can begin. And Ulster BOCES, he says, is uniquely positioned to be the conduit that connects K-12 education, post-secondary education, and workforce leaders and helps them all pull forward in the same direction.

"We don't shift perceptions about working in manufacturing or the trades with 24-year-olds. We do that with elementary students. We do that with their families, so they're encouraged to align passion with opportunity," Schenker says.

"We don't have a prepared workforce with the skills and competencies needed for careers in Ulster County by starting these discussions at the end of their education, we do that through curriculum and connections that start early. In this sense, our 20K plus K-12 youth and their families are the foundation to the economy."

Schenker also emphasizes that earning a four-year degree is not the only way to contribute to a vibrant economy. For some, the journey may be earning a two-year degree. For others, the pathway from high school to work is a viable option. "Redefining the pathways and definitions of success so that each student has multiple options for pursuing and achieving success is key," he says.

For these pathways to be successful, however, he says that students need to emerge from the K-12 system possessing the skills and experiences desired by colleges and employers. "It is here where Ulster BOCES is naturally positioned to ensure that the voice of both business/industry and higher education is mapped back into education as early as elementary and middle school."

"Ulster BOCES can seamlessly integrate all of these pieces by being a single point-of-



Dr. Jonah M. Schenker

entry for business and industry to navigate the complex K-12 world," says Schenker, explaining how requiring the economic community to interface with eight separate school districts is not an efficient way to do this work.

"We have a whole lot of passionate people in our county—who care a whole lot and are working really hard to implement solutions," says Schenker. "However absent this centralized structure, this work will be isolated and disjointed and will be challenged to realize its true capacity and return on investment."

Ulster BOCES already has decades-long experience in facilitating this education and business/industry collaboration through the development of its career and technical education curriculum, and most recently through the highly-successful Hudson Valley Pathways Academy program. "Deepening these discussions is a natural next step," says Schenker.

Schenker, a native of Ulster County and veteran educator, has 21 years of educational

**June Breakfast**  
**June 21**  
**7:30-9:00 am**  
**The Venue Uptown at the Best Western Plus**  
**503 Washington Ave.**  
**Kingston, NY**  
**Sponsor:**



experience and has been a part of Ulster BOCES since 2010. He serves a dual role as the state education commissioner's representative for the eight local component school districts in the Ulster BOCES region and as chief executive officer of Ulster BOCES.

*Ulster 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 \$30 in advance and \$35 at the door for Chamber members (\$40 for non-members). For more information or to register, contact the Chamber at (845) 338-5100 or online at www.UlsterChamber.org.*

# A Happy Place

## Woodland Pond Mixer Will Be Eye-Opening



senior living,' but it's always important to start thinking about aging in place before it happens and planning appropriately," said Ilgner, also a licensed nursing home administrator.

"Beyond that, we hope Chamber members walk away impressed. We're always looking to show off what Woodland Ponds is and what it does for our residents. We've been 100 percent occupied for the past two years, so that says a lot. Woodland Pond truly is a one-of-a-kind special place with a great staff."

Woodland Pond, at 100 Woodland Pond Circle in New Paltz, can be reached at (845) 256-5600 or by going to

woodlandpondnp.org.

*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.*

The June 8 Mixer at Woodland Pond at New Paltz promises to be something very special for members of the Ulster Chamber. Kamryn Ilgner, the strategic initiative specialist at the facility, says members should expect an uplifting event that will change notions of what a senior living community looks like.

"It really is like a college campus for seniors," she said. "We like to call it an aging-in-place model for adults to thrive at any age."

The Mixer, hosted by Woodland Pond and sponsored by Sawyer Savings Bank in support of the Hudson Valley Chapter of the Alzheimer's Association, will be held from 5:00-7:00 p.m. at the courtyard, offering spectacular views of the Shawangunk Mountains.

"It's a great spot to have this type of event because it showcases the true beauty of what Woodland Pond is known for," Ilgner said.

The Woodland Pond dining department is whipping up festive hors d'oeuvres for the event, and craft beers and wines will be offered. Ilgner and her staff are looking forward to offering tours of the grounds, which include 201 independent living apartments, 60 assisted living units and 40 skilled nursing units.

"Woodland Pond is one of only 12 continuing care retirement communities (CCRCs) in New York state and the only one in the Mid-Hudson Valley," Ilgner said. "You start in independent living in an apartment designed for a couple or individual. Then, if needed, you transition to assisted living and later to a skilled nursing unit for a higher level of care if the need arises. That's the way it's intended as residents transition through care."

Woodland Pond offers a robust schedule of cultural, arts, entertainment, adult learning and educational programs for its residents, including day trips, movies, lectures, concerts, classes, events and parties. It boasts a private library, performing arts center, game room, computer lab, arts studio, communal gardens, billiards and a trailblazing club.

"We offer an active lifestyle for our residents with lots of activities," Ilgner said. "We're really trying to keep them as independent as possible. We do so many different things to get them involved in the community."

"We have a lot of health-conscious residents, and at Woodland Pond, we have over 80 acres behind us with trails. We have walking groups and a fitness coordinator, who runs them. Our community is situated in a circle around the campus, so it's safe for outdoor activities."

Dining facilities at Woodland Pond include The Pub, which offers lighter fare, including continental breakfast and Starbucks as well as a full bar stocked with local craft beers and wines. The Bistro, which is open from noon to 2 p.m., is a great spot for soup, salads, sandwiches and burgers, while the Woodland Pond dining room is restaurant-style dining at its best, Ilgner said.

In all, Woodland Pond busts stereotypes of a senior community, so Chamber members should come to the Mixer with the greatest of expectations, Ilgner added.

"Truly, I think it's important that Chamber members get a sense of where we're at in society, and how it's key to start planning for the future. Many say, 'I'm not ready at this point for

**Mixer** **June Mixer**  
**Thursday, June 8**  
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# Businesses A Target for Cybercrime

## Cyber Team Six Has Your Digital Back

Cybercrime fighter Rivka Tadjer says there's nowhere for businesses to hide anymore from the dark web.

Hackers are getting more sophisticated, and several high-profile breaches have already hit the headlines—Equifax, TikTok, the IRS, DMV, PayPal, American Airlines. How can you know your business is safe?

Tadjer, the chief marketing officer for the cybercrime prevention company Cyber Team Six, says her firm can help your local business.

"You have to advertise your hair salon on social media, or you won't have any customers, but there's a way to do it safely and I teach you how to neutralize the bad data that's out there," she said.

Tadjer said New York is a prime target for hackers due to its prevalence of high-income individuals and business. Her firm can help you see if your email, passwords and usernames have been compromised. She also can help protect you if your supply chain's digital information is compromised.

"What I do is I come in and I find out about them, their employees, and determine if their business is out there for sale on the dark web," she said.

A former journalist who was involved in fighting cybercrime at the White House, Tadjer employs four huge data sources used by NATO, the U.S. military and law enforcement.

"I actually go in, hands on, and I sit with you, and I teach you how to neutralize the data," she said. "So, the next time there is a search on you, they hit a wall instead of your bank account. We do the roll-up-your-sleeves work."

"You have to put protocol in place, not password managers that make you a bigger attack surface. I teach people what it is about them that's an attack surface and how to shrink it and have practical protocol in place."

Tadjer said cybercrime breaches are "really prevalent" in the business world and the FBI fields 2,300 calls a day on the topic.

She teaches prevention steps to businesses and individuals, but every time she does, "I'm fielding a phone call from someone who's just been hit." Tadjer was recently called in to help a business owner who had \$250,000 stolen from his account by wire fraud, never to be reimbursed.

Medical practices are particularly juicy targets. "Hackers can get more information about you if they have medical information," Tadjer warned.

Tadjer said she loves working with local businesses and she offers discounts for non-profits and seniors.

"I've made it affordable for small businesses," she said. "It's worth the investment."

"One of the things I've come to understand about cybercrime is that just like any bad relationship, you cannot control what other people do, so you have to protect yourself. You can control what you do and that's my entire approach and I like helping individuals and small businesses."

Hackers sometimes use information from a person's children or elderly parents to worm their way into a digital profile. She hates seeing hackers prey on nursing home patients.

"For anyone who has a grandma or grandpa being taken advantage of, I will do it pro-bono. I will sit with them and show them how to be safe with their adult children," she said.

Tadjer was with the White House's National Infrastructure Advisory Council under three different administrations but wanted to return home to Ulster County. Tadjer had her own cybersecurity consultancy since 2011, but in 2019 she joined the North Carolina-based Cyber Team Six. Named after the military's famous Seal Team Six, the founders of Cyber Team Six specialized in fighting white collar crime and fraud.



Rivka Tadjer

"I committed to myself about three years ago that I didn't want to do national things anymore," Tadjer said. "I've lived in Ulster County for 23 years and I wanted to help the community."

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Tadjer said business is good and she's adding employees.

Describing herself as "nosey and curious by nature," Tadjer is confident she has the skillset to protect local businesses.

"I know this field," she said. "I know this is the way to solve the problem and I know I've found a toolset and I know it's the right alchemy. I know it has to be training. I know it's right and I know I can help. It excites me to make a difference."

"Give me a call whether you've been hit or you want to prevent and I'll help you."

*Cyber Team Six, located at 215 Mount Road in Shokan, can be reached at (914) 466-5976 or cyberteamsix.net.*

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## UPCOMING CHAMBER EVENTS

Thursday June 8 | 5:00 - 7:00 pm

Networking Mixer  
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 100 Woodland Pond Circle | New Paltz, NY  
 There is no cost for Members and Prospective Members.  
 Reservations are required.  
**Sponsor: Alzheimer's Association Hudson Valley Chapter**  
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Tuesday June 20 | 6:00 - 8:00 pm

YUP Meet Up @  
 Casa Vallarta  
 1571 Ulster Avenue | Lake Katrine, NY  
 No cost networking event for young professionals.  
 Complimentary refreshments and cash bar.  
 Reservations are required.

Wednesday June 21 | 7:30 - 9:00 am

Chamber Breakfast Meeting  
 New BOCES Superintendent Dr. Jonah Schenker  
 The Venue Uptown at the Best Western Plus  
 503 Washington Avenue | Kingston, NY  
 \$30 Members-Advanced Pay • \$35 Members-At The Door  
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**Sponsor: WMCHealth | HealthAlliance Hospital**

Monday June 26 | 5:30 - 8:30 pm

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 This event is open to the public  
 Diamond Mills Hotel | 25 S. Partition St. | Saugerties, NY  
 Tickets: \$60 per person | 5:30 - 8:30 pm  
 Register Online: [UlsterChamberFoundation.org](http://UlsterChamberFoundation.org)

More Info and Registration [UlsterChamber.org](http://UlsterChamber.org)  
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# YUP SPOTLIGHT

Welcome to the return of the YUP Spotlight! This is a column that will highlight the Young Ulster Professional's (YUP) events, our participants, and the local talent that inspires us. Every few months, young professionals in their 20s and 30s who are making a difference and showing their support for the Ulster Chamber will be showcased in the Chamber Newsletter for their achievements and dedication.

Today, we're putting the spotlight on Jillian Nadiak-Bruck, Community Engagement Facilitator and Technical Assistance Specialist with the Ulster County Government, focusing on opioid prevention in the community. Within the county government, Nadiak-Bruck works with different work groups in harm reduction, primary prevention, treatment and recovery data to build coalitions on this ongoing problem.

"I engage various community groups and I encourage them not to work in silos," she said. "I help people break down the silos to work together."

The cause is close to home for her, as she lost her brother in 2016 to the disease. "Helping others heal is my passion," she said. "I'm so thankful that every single day I get to wake up and do this work, and know that I'm having an impact."

Nadiak-Bruck also makes an impact in her community by attending YUP events regularly. "Going to events brings me access to people I would not have otherwise met," she said. "When I go to a Young Ulster Professionals meeting, I know that I can go there, I can talk about my work, and they're expecting to hear about my work."

She started getting involved with YUP as a representative for then-Ulster County Executive Pat Ryan, who now serves as a U.S. Congressman for New York's District 19. For Nadiak-Bruck, YUP serves as both a place to highlight her



"It felt a lot like I was in my own living room, making new friends and hanging out with my current friends," she said of the experience. Nadiak-Bruck encourages those interested in attending YUP events to put themselves out there. "I encourage anyone

professional work in community engagement and also expand her social circles.

A highlight for her was YUP's PechaKucha night in January, which served as both a get-together with friends and a showcase for her opioid prevention advocacy. Along with other young professionals, Nadiak-Bruck delivered a PowerPoint presentation of 20 slides each with 20-second soundbites, in a format inspired by the Japanese style of presentation of the same name.

who's young, who's in Ulster County and is also professional to get involved and join, because the more the merrier," she said.

*Want to get involved? Follow YUP on Instagram @youngulsterpros and on Facebook @Young Ulster Professionals -YUP to learn about upcoming events and other opportunities within the group.*



Jillian Nadiak-Bruck

## Business Recognition Awards Nominations Now Open!



Nominate a business, business person, or organization online @ [www.UlsterChamber.org](http://www.UlsterChamber.org)

For a nomination to be valid, the Nomination Form must be complete and submitted no later than 12 noon on Friday, July 28, 2023.

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# Mixer



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Jeannine Mayer (Village of Saugerties), Mark Smith (Saugerties Chamber of Commerce), Peggy Schwartz (Town & County Liquors), Barbara Gill (Valley Courier & Delivery Service) with Peggy Melville and Terry Parisian (both from Village of Saugerties).



Christina Ahouse, Nur Yilmaz, and Davina Thomasula (all from Keller Williams Realty Hudson Valley North) with Heather Fitzgerald (FASTSIGNS of Kingston).

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 www.business.toshiba.com  
**Tom Becker** - Executive VP  
 Categories: Office Equipment & Supplies; Retail  
 Description: We offer document solutions and leading edge office equipment, from copiers and fax machines to printers and multifunctional devices that are networked to copy, print, fax, scan, and store documents. We also provide clients with audio-visual needs through AV Solutions, a Toshiba Business Solutions Company.

**ULSTER COUNTY PREMIER SPORTS LLC**  
 18 Jason Court  
 Lake Katrine, NY 12449  
**Michael Hinchey** - Owner  
 Category: Health & Wellness  
 Description: Youth Sports Training facility focuses on skills and development for ice hockey, lacrosse, soccer, football, and field hockey. We have 2,000 sq. ft. of skateable synthetic ice, 2,000 sq. ft. of artificial turf and 900 sq.ft. weight room. Skills training options of weekly drop in clinics and private/semi private training.

**YES FOODS - WOODSTOCK**  
 1700 Sawkill Road  
 Kingston, NY 12401  
**Kelly Nadler** - Owner  
 Category: Food Vendors  
 Description: We are a local online based food company, with house made salads, deli salads, breakfast items, lunch items, entrees, desserts. We also carry many other local products which we deliver to people's homes twice a week.

**Anniversaries:**

- 70 Years**  
Daily Freeman  
KeyBank  
Radio Kingston WKNY  
UHY LLP
- 40 Years**  
W & J Palkowics
- 25 Years**  
Radio Woodstock 100.1 WDST
- 20 Years**  
The UPS Store Kingston
- 15 Years**  
Russian Mule Restaurant & Tasting Room
- 10 Years**  
Coldwell Banker Timberland Properties  
Woodstock Harley-Davidson  
Zumtobel Lighting, Inc.
- 5 Years**  
Copeland-Hammerl Funeral Home  
Rip Van Winkle Brewing Co.
- 1 Year**  
Acadia HR  
Keap  
Kingston Midtown Arts District  
Lighthouse Environmental Consultants LLC  
Mid-Hudson Human Resources Association  
Spark + Sterling  
Wiltwyck Cemetery, Mausoleum and Crematory  
Yogi Bear's Jellystone Park™ at Lazy River