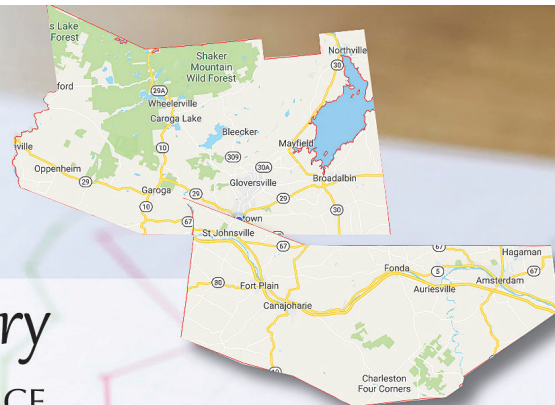


NEWSLINE

A BUSINESS PUBLICATION OF THE **Fulton Montgomery**
REGIONAL CHAMBER OF COMMERCE



December 2021

Chamber Checks Support Local Economy

By Joanne E. McFadden

If you're not sure what to give someone for the holidays, the Fulton Montgomery Regional Chamber of Commerce's Chamber Checks program is the answer. With over 150 Chamber member businesses participating in the program, the gift of a Chamber Check can be used for a wide variety of goods and services across a spectrum of industries—retail, restaurants, hotels, entertainment, specialty services, and automotive, to name just a few. "There's quite a variety that one single gift card will work in," said Chamber President, Mark Kilmer.

The Chamber Check is basically a gift certificate that is valid at any of the participating businesses. (A complete list is available at www.fultonmontgomeryny.org/chamber-checks/). Business owners simply collect the checks a payment and deposit them, making the process simple. Kilmer points out that this is a great program for small businesses in particular, because there is no cost associated with producing gift cards.

Individuals or businesses can purchase Chamber Checks. Kilmer notes that some local companies give the Chamber Checks out to employees for holiday gifts, bonuses, or for any other occasion during the year that calls for a gift.

The program, sponsored by Community Bank N.A., encourages people to buy local, thus boosting the local economy and supporting businesses in Fulton and Montgomery Counties. Mo Conte, co-owner of NAC's Meat Market in Mayfield, thinks the program is a great opportunity to help small businesses in the area. "We like the idea of people using it so they can shop local," Conte said.

Giving a Chamber Check is not only a gift to the recipient, but also a gift to the taxpayer base as a whole. "People will spend the checks in our own counties and support our local businesses, which supports our tax base," Kilmer said. "The program helps the taxpayers out as well." The Chamber Checks program generates over \$130,000 in revenue annually, he said.

People can purchase chamber checks in any denomination at the Chamber Office at 2 North Main Street, Gloversville using cash, a check, VISA, MasterCard, Discover, or American Express. Purchasers are encouraged to call, email, or fax a Chamber Check order form in advance so that checks will be ready when someone comes to pick them up. Checks in \$10, \$25, and \$50 denominations can be purchased at Ruby & Quiri in Johnstown. The Chamber will deliver large, pre-paid, corporate orders of checks.

For more information, visit the link above, call 518-725-0641, or email info@fultonmontgomeryny.org.

Plenty of Christmas trees available at this family-owned farm



By Joanne E. McFadden

The tree that will adorn your business or home this season has been a decade or so in the making. Chamber member and family-owned business Goderie's Tree Farm in Johnstown has been providing the community with Christmas trees for 52 years and had plenty of trees to offer this season, available seven days a week.

Brothers Pete and Michael Goderie own the farm and Pete's son Jared Goderie also works in the business with his father and uncle. Pete's and Michael's parents started growing Christmas trees in 1970 on land that had formerly been a dairy farm. Their sons started operating the farm in 1983 after Pete graduated from college.

Transitioning a farm from one generation to the next is not an easy proposition. "Farmers have trouble transitioning to the next generation," Pete Goderie said. "It's long hours and low pay, and that is not just the tree industry."

The Goderie family is an exception. There are five employees, including the owners, who work full-time. In addition, the business hires local high school and college students to help out with Christmas tree sales.

While it is easy enough to show up and purchase a tree at the holidays, that tree was years in the making, with a great deal of behind-the-scenes tasks taking place to produce the beautiful trees offered each season.

The process of bringing a tree from seedling to Christmas tree takes about eight to 10 years. When trees are four years old, farm employees begin shearing them each year to shape them into the Christmas trees that customers love. They also fertilize the trees and spray them to guard

against insects. "A number of farms had gypsy moth problems," Goderie said. "We thought they were just after the citrus trees. It was a surprise to most growers." Luckily, Goderie's did not have that issue this year.



The careful cultivation of the trees leads to a bountiful offering for customers. At the holidays, the farm offers both live, cut-your-own trees as well as pre-cut trees. At the retail location at 338 County Hwy 106 in Johnstown, there are 100 acres of trees available for customers to cut down themselves. The pre-cut trees come from Goderie's three other locations where they grow trees.

For the holidays, Goderie's Tree Farm offers predominantly Fraser and balsam firs, two of its biggest sellers. Needle retention is key. "Anything in the fir family has good needle retention," Goderie said.

See Goderie's, on page 5

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*Newsline is published by the
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| <u>Secretary</u> | Juanita Handy, Crum Creek CSA |
| <u>Immediate Past Chair</u> | Denis Wilson, Fulmont Community Action Agency |

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 1166 Riverfront Center, Amsterdam, NY 12010
 (518) 725-0641 | (518) 725-0643 (fax)
www.fultonmontgomeryny.org
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 Twitter: @MCNYTourism

Cheers to Business celebration is coming

Contact: Nicole Tennant,
Executive Assistant,
(518) 725-0641,
e-mail info@fultonmontgomeryny.org

On behalf of the Fulton Montgomery Regional Chamber of Commerce, I invite you to participate in our annual celebration. Our annual celebration "Cheers to Business" will be a virtual event in 2022. The most exciting highlight, our business awards, will continue virtually as we prioritize to support our members through this unprecedented time.

Another highlight will be our virtual raffle at <http://bidpal.net/fmchamber>. This raffle will play an important piece in the Chamber's year, as revenue raised will help continue to support the Chamber's mission, as we are your leading voice for:

- **Business Support:** Exclusive chamber benefits, and premiere business referrals.
- **Membership:** All members have the benefit to a free web page that can be personalized. One of the many included advertising opportunities available.
- **Advocacy:** As a member, you have direct access to local, state, and federal decision makers through Chamber representation.
- **Workforce Development:** Connecting local schools and businesses to help support a well prepared, capable, and adaptable workforce.
- **Tourism Development:** Seeking for a relaxing visit or a relocation? Fulton and Montgomery



Fulton Montgomery Regional Chamber of Commerce
 Virtual Raffle
 January 6, 2022 - January 14, 2022

Counties, have it all, in the foothills of the Adirondacks or the majestic Mohawk Valley.

We are looking for monetary donations and raffle basket items, you may contact us to make pick up arrangements. We request that baskets are at the Chamber by Wednesday, December 15, 2021. Thank you for your consideration to support the Chamber's efforts and believing in our mission.

Call the Chamber with questions or for more information (518) 725-0641. The donation forms can be found at www.fultonmontgomeryny.org/annual-celebration/. Please submit forms via email: info@fultonmontgomeryny.org or Fax: (518) 725-0643.

See Cheers, on page 3



**2 North Main Street,
Gloversville, New York 12078**
 (518) 725-0641 • fax (518) 725-0643
**1166 Riverfront Center,
Amsterdam, New York 12010**
 (518) 725-0641 • fax (518) 684-0111
 E-mail: info@fultonmontgomeryny.org
 Website: www.fultonmontgomeryny.org

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 Center For Economic Growth
 Chamber Alliance of New York State
 Fulton County Center for Regional Growth
 Fulton County Farm Bureau
 Montgomery County Farm Bureau
 New York State Farm Bureau

Cheers, continued from page 2

Sponsorship Opportunities

Presenting Sponsor \$5,000

- Recognition in President, Mark Kilmer's video speech
- Your company's own web page on the event website
- Top recognition in celebration marketing collateral including press release, news media, and *Newsline* newsletter
- Clickable logo on each page of the event website
- Full integration in Chambers social media plan surrounding the event, including Facebook event page (3,000+)
- Linked logo on all event e-newsletter communications before and after event (2,000+)
- Largest and top logo placement in our after celebration thank you advertising in local media publications
- Special edition e-newsletter exclusively promoting your business and sponsorship

Gold Sponsor \$3,500

- Your company's own web page on the event website
- Recognition in celebration marketing collateral including press release, news media, and *Newsline* newsletter
- Clickable logo on each page of the event website
- Full integration in Chambers social media plan surrounding the event, including Facebook event page (3,000+)
- Linked logo on all event e-newsletter communications before and after event (2,000+)
- Logo placement in our after celebration thank you advertising in local media publications

Silver Sponsor \$2,500

- Recognition in celebration marketing collateral including press release, news media, and *Newsline* newsletter
- Clickable logo the silver sponsor web page of the event website
- Full integration in Chambers social media plan surrounding the event, including Facebook event page and Chamber Connections e-newsletter (3,000+)
- Name placement in our after celebration thank you advertising in local media publications

Bronze Sponsor \$1,000

- Recognition in celebration marketing collateral including press release, news media, and *Newsline* newsletter
- Clickable logo the bronze sponsor web page of the event website
- Partial Integration in Chambers social media plan surrounding the event
- Name placement in our after celebration thank you advertising in local media publications

Wine Sponsor \$250

- Recognition in celebration marketing collateral including press release, news media, and *Newsline* newsletter
- Clickable logo the wine sponsor web page of the event website
- Social media post thanking wine sponsors
- Name placement in our after celebration thank you advertising in local media publications

Raffle Sponsor

- Recognition in celebration marketing, including press releases, social media, and *Newsline* newsletter
- Social media post thanking all raffle donors
- Donation Acknowledgement on the raffle website
- Supporting the Chamber's mission and vision for our community!

One Church Street transformation about to begin

Though the exterior of One Church Street – the previous YMCA in Johnstown – has certainly seen a transformation since being purchased by St. John's Episcopal Church, the interior is about to be transformed as well.

Renovations are about to begin to create space for the NOAH Community Meal, the Twin Cities Council of Churches Food Pantry, and what will be the area's first Food Pharmacy. While the NOAH meal has been providing a free Sunday dinner to anyone who is needy or alone and hungry for the past 29 years, and the Food Pantry has been serving patrons for over 30 years, they have both been housed in the basement of St. John's church which is not handicapped accessible.

The new dining room will be spacious and bright and allow all guests to be served with the dignity they deserve. The commercial kitchen will not only be used by the volunteer NOAH teams, but will be employed to provide many varieties of cooking instruction. The Food Pantry, as well as the new Food Pharmacy, will allow guests to see and select food that meets their needs in pleasant well organized displays.

For more information about the plans One Church Street has for nourishing the community, visit one-churchstreet.org, or find us on Facebook.



One Church St. with bow



One Church St. now

Visit

The Chamber

online at:

[www.fultonmont-](http://www.fultonmontgomeryny.org)

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Glove City Graphics offers customization for businesses and individuals

Glove City Graphics is a woman owned, family run business that specializes in personalized and customized items and gifts. Between the 2 of us (Yavonne VanHoesen and James VanHoesen Jr.) we have over 40 years of sales experience and 20 years of graphic art design.

We started our business because we saw a need for a business that had low minimums at affordable prices to meet the needs of small business and individuals. We feel that we are able to fill that need as any item that is done in house, we have a minimum of 1! Whether it be a single gift for anything from a co-worker or loved one, to items for a business or family reunion, we do our best to meet our customer's needs.

We produce each of our items one at a time by us-



ing one or more of a variety of methods. We are working on getting videos created and online of each method that we use to create our items so that our customers have a better understanding of how their item was created. We offer several different methods of produc-



ing our items. These methods include vinyl for vinyl decals and signs, Sublimation for a vast variety of items that creates a practically permanent imprint, Laser engraving for creating engraved and custom cut wood items, several different methods for creating apparel, several sizes of buttons, we can print custom greeting cards, we provide sand carved glass and mirrors, and we are always expanding to be able to offer more items.

From Christmas ornaments to drinkware to apparel, we can offer unique one of a kind items based on your ideas or you can browse through our vast library of stock designs I am sure that we can find something to fit your needs.

We are proud to announce that we not only have the ability to create most of your products in house, but we also have the ability to bring a vast majority of our business to our customers and produce items on site for them.

We have a facebook page where you can visit us and see some of our work and we are constantly working on developing our website with more products, samples of our work, and items for sale. We are also working on getting an Etsy page set up for people that feel more comfortable purchasing through there. On Facebook you can find us by searching glovecitygraphics and our website is glovecitygraphics.com.

Reader's Choice Award recipients announced

Congratulations to our Chamber members for being selected as a Readers' Choice Award recipient from the *Leader-Herald/Recorder!*

- Accountant: Shelly VanNostrand (VanNostrand and Co. CPA's)
- Accountant and Financial Planner and Tax Preparer (*3 total): Spagnola and Spagnola Accounting firm
- Accountant: West & Company CPA's PC
- Apple Orchard: Roger's Family Orchard
- Appliance Store and Furniture Store and Mattress Store (*3 total) Ruby and Quiri
- Assisting Living: Wells House *Robin Wentworth board member
- Attorney: Jason Brott (Brott Law Office P.C)
- ATV And Boat Dealer and ski shop and pools AND spa (*5 total) Alpin Haus
- Auto Dealer: Brown's Ford
- Auto Inspection and Auto Service: Adirondack Express Lube
- Bait and Tackle Shop and Hunting/Fishing Supply and Sporting goods (*3 total): Frank's Gun Shop
- Bank: NBT Bank
- Banquet Facility: Raindancer Restaurant
- Bar/Nightclub: Partner's Pub and Grill
- Beverage Shop: Bill's Beverage Center
- Bookstore: Mysteries on Main Street
- Children's Clothing Store: Something Special
- Coffee Shop: Stewart's Shops
- Credit Union: First Choice Financial Credit Union
- Dentist: Dr. Tamara Dunlap, DDS
- Dry Cleaner: New Process Cleaners
- Employer: Lexington
- Entertainment Store: Walmart Supercenter
- Flooring Store (Carpet, Tile, Wood) DeGiulio Brother's Flooring, LLC
- Florist: White Cottage Gardens *Bob Dulysz board member
- Funeral Home: A.G. Cole Funeral Home
- Hamburger: Five Guys Burgers and Fries
- Hardware Store: Noble Ace Hardware
- Hotel/Motel: Holiday Inn Johnstown-Gloversville an IHG Motel
- Insurance Agency: Salvione Insurance Agency, Inc.
- Jewelry Shop: Castiglione Jewelers, Inc
- Lumber/Home Improvement Store: Kingsboro Lumber Company
- Meat Market: Bowman's Market
- Monuments: Letter Memorial Inc
- Motorcycle Shop: Adirondack Harley Davidson
- Optician/Eyewear: Kwiatt Eye and Laser Surgery
- Optometrist/Ophthalmologist: Adirondack Eye Care
- Paint Store: Benjamin Moore
- Pet Grooming and Pet Store and Stove Shop (*3 total): Harvey's Home, Pet and Garden Center/Home Heating Headquarters
- Pharmacy: Palmer Pharmacy
- Preowned Auto Dealer: Steet Toyota of Johnstown
- Real Estate Agency: Coldwell Banker Prime Properties
- Restaurant: Harold's Restaurant and Lounge
- Senior Services: Fulton County Office for the Aging
- Snowmobile Shop: Powerhouse Motor Sports
- Sweets Shop: Wemple and Edick's
- Travel Agency: AAA Northway Travel Center
- Veterinarian: Northampton Animal Hospital – Dr. Matthew Long



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Goderie's, continued from page 1

In addition to these two popular choices, the Goderies have been experimenting with other varieties and hybrids, such as the Korean balsam, concolor (white) fir, and the Meyer spruce, a tree native to China and Russia that is quickly becoming a popular alternative to the blue spruce. "A lot of these trees are not native," Goderie said. "The new hybrids can grow on some of this more marginal ground," he added, noting that the farm has planted blocks of 500 to 1,000 trees to test out the new varieties.

In addition to trees, Goderie's grows produce such as blueberries and greenhouse tomatoes and other types of trees and shrubs for landscaping. The business also offers landscaping services.

Amidst rumors of tree shortages



due to fewer trees being imported from Canada and the bankruptcy of some big tree growers in the southern United States, Goderie assures customers that there are plenty of trees available. "There is a good selection," he said. "You're seeing the locally grown stuff."



In addition to trees, customers can find a variety of other greenery to decorate their homes and businesses, including wreaths, kissing balls, roping, swags, and sprays. The farm has a team of award-winning wreathmakers who craft this decorative greenery each season.

He also adds that coming to the farm is a great outside activity for families. "I think it's a great venue," he said. On good weather days, the farm attracts a good volume of customers.

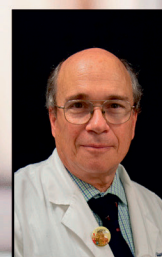
For more info, visit the farm on Facebook or at www.goderiestreefarm.com.



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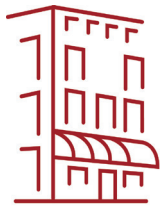
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AHI offering free Health insurance enrollment assistance

Health Insurance Open Enrollment through the NY State of Health Marketplace is currently underway. For those seeking coverage beginning on January 1, the deadline to enroll is December 15. AHI's Enrollment Assistance Services and Education (EASE) program is offering free telephone enrollment assistance to those seeking coverage in Clinton, Essex, Franklin, Fulton, Hamilton, Saratoga, Warren, and Washington counties. New financial assistance is now available, and AHI can help determine if you are eligible! Call 1-866-872-3740 or visit ahihealth.org/ease/appointment-request/ to schedule an appointment.

Adirondack Health Institute (AHI) is an independent 501(c)(3) not-for-profit organization licensed under the New York State Public Health

Law as an Article 28 Central Services Facility. Since 1987, the organization has supported hospitals, physician practices, behavioral health providers, community-based organizations and others in the region in sharing our vision and mission of transforming health care and improving population health. A joint venture of Adirondack Health, Glens Falls Hospital, Hudson Headwaters Health Network, St. Lawrence Health System, and the University of Vermont Health Network – Champlain Valley Physicians Hospital, Adirondack Health Institute's mission is to create transformative initiatives to improve access to health care services allowing the residents of the

Adirondack region to realize their full potential and live a healthy life. For more information, please visit www.ahihealth.org.

Moose donate Turkey

The Johnstown Moose 1185 graciously donated over 200lbs of turkey to HFM PTECH for their annual school wide Thanksgiving luncheon.



Toy drive will benefit local families

Help us collect new unwrapped toys on behalf of the Salvation Army of Fulton County. This year we need community support more than ever in the wake of the still ongoing COVID-19 pandemic.

Each season the collection boxes are out from approximately November 10th through December 10th. Following collections, the Salvation Army of Fulton County is able to help out dozens of local families just in time for Christmas.

It's important to note that all the donations we receive will stay within Fulton County with some of that assistance lent toward Salvation Army efforts in adjoining Montgomery County, when our supplies permit.

It is our hope that every child may receive gifts during the holiday season. Donations can be dropped off at 2 North Main Street, Gloversville.



Business Education Partnership News

Career and Technical Education (CTE)

Law enforcement agencies provide opportunities for HFM Criminal Justice students

Alumni of the Criminal Justice program at the HFM Career and Technical Center can be found throughout the ranks of law enforcement agencies in Fulton and Montgomery counties and beyond. These graduates, together with other officers, maintain a connection with the Career and Technical Center and provide a wealth of learning opportunities for current students in the program.

On a routine basis, Criminal Justice students have the chance to speak with officers working with local agencies hearing first hand what it takes to build a successful career in law enforcement.

This fall alone students have met with Det. Michael Palmerino and Officer Noah Western, from the Amsterdam Police Dept; Deputy C.J. Rust, from the Montgomery County Sheriff's Office; Fulton County District Attorney Chad Brown and Assistant DA Amanda Nellis and K-9 units from the Montgomery County Sheriff's Office and the Gloversville Police Department.

Taught by Thomas DiMezza and Thomas Nethaway, who are both retired from the Amsterdam Police Dept., the HFM Criminal Justice program is a two-year course that prepares students for entry into college programs and careers in law enforcement, public/private security and the correction field.

In the first year of the program, students gain a general understanding of the theory and practice of criminal and civil law. Second year students are introduced to the field and profession of corrections to provide a foundation for the understanding of corrections in the 21st Century.

Det. Palmerino, a 2007 Amsterdam graduate, who also completed the HFM Criminal Justice program, told students during his visit that the program gives students a solid founda-



Amsterdam Police Officer Noah Western conducts a mock field sobriety test with the assistance of HFM Criminal Justice student Cosette LaPlant, a junior from Fonda-Fultonville.

tion to start a law enforcement career.

"I went through the class and it set me up well," the detective said.

In addition to guest speakers, hands-on projects such as fingerprinting, forensics, crime scene investigation, mock trial, photography, plaster casts and use of radar equipment are part of the curriculum. Local agencies also offer CTE students internships each year.

To learn more about the program visit: www.hfmboces.org/criminal-justice/.

Women in Trades Event at CTE

CTE will be hosting a Women in Trades Forum on Tuesday, February 1, 2022 for female 9th graders within the HFM school districts. We are looking for women in nontraditional roles such as auto body repair, auto technology, construction technology, criminal justice, cybersecurity, engineering technology (manufacturing), environmental conservation and skill trades. Please contact Nicole Walrath at nwalrath@hfmboces.org to register & learn more!

Canajoharie High School Information Technology Pathway



Last month, Julie Benware, owner and operator of Bits 3D and Pieces spoke with students in the Canajoharie High School CIS Pathway program. Students in this pathway are able to explore different careers and opportunities offered in the computer science/information technology fields. This program allows students to work with 3D printers provided by the school and Julie was able to give them some insight on how they work and what they could produce. One student is even hosting a fundraiser to sell the items she has made using the 3D printers.

Mayfield High School Arts in Business Pathway



Students in the Arts in Business Pathway had the opportunity to meet with digital graphic designer James Van Hoesen of Glove City Graphics N More. Students were able to ask him questions about all aspects of his career, including what inspires his work, the various services offered and how he got his business off the ground.

The Arts in Business Pathway at Mayfield Junior-Senior High School is a four-year program that includes career-themed courses that are aligned with the needs of the workforce. Students get experiential, real-world opportunities, including interactive sessions with professionals working in arts-related fields.



Nicole Walrath
Director of
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Jenna Patterson
Business and Education
Partnership Coordinator
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HFM Pathways in Technology Early College High School (HFM PTECH)



Students in Mrs. Barkevich's Principles of Business class are studying supply chains and the issues many companies are having getting materials and merchandise. In November, the students heard about the specific problems three business partners have experienced in recent months. They met with the Rev. Laurie Garramone of St. John's Episcopal Church regarding a building project the church is doing, Jared Goderie of Goderie's Tree Farm about the supply and demand of Christmas trees and other items, and John Essig of Builders First Source Johnstown about the high cost and low supply of building materials. The students have been tasked with creating videos for the business partners that break down the many reasons behind increased pricing and delays.



Hill and Markes Inc. hosted our ninth-graders for their first workplace tour. They showed students the warehouse and office areas and answered all kinds of questions about the company and its processes. Workplace tours are just one way PTECH students explore careers. They also participate in Pathway Panels and other sessions with business partners representing a variety of professions.



It's now easier than ever to apply for a job at St. Mary's Healthcare!

With our brand-new recruitment system, you will be able to search, review and apply for open career opportunities faster than ever before.

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For over 100 years St. Mary's Healthcare has remained the largest, most comprehensive healthcare leader in the Fulmont region and our goal to continue that legacy remains unchanged. With growth potential, both professionally and personally, now is the time to start your future with St. Mary's.

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SCAN ME