

## Booths Are Going Fast!

### Buy Local Expo Sept. 20<sup>th</sup> at Diamond Mills

Ulster County's Premier Networking Event will take place in Saugerties next month and there's already a 'buzz' in the air among the business community as plans are being finalized for this event, anticipated to be a sell-out.

This year's Expo, the 21<sup>st</sup>, is scheduled from 12 Noon to 5 p.m., on Wednesday, September 20<sup>th</sup>. The Expo is open to the general public and there is no admission or charge for parking. However, booth space is going fast if you want to be an exhibitor.

As in past years, you're sure to find Jack Naccarato and his friendly staff right inside the main entranceway, welcoming visitors and exhibitors alike.

Naccarato Insurance is once again this year's presenting sponsor and Naccarato, a longtime Chamber supporter and cheerleader, is thrilled the Expo is again being held in his backyard at Diamond Mills Hotel & Tavern, 25 S. Partition St. in Saugerties.

"Diamond Mills is an excellent location,"

Naccarato said. "Everything is done very well. My wife comes with me and we walk around and introduce ourselves to a lot of people. We're in the lobby, as people come in, which is nice, and I get to meet many, many new people."

"We've picked up business being there," Naccarato says, "several nice accounts. Besides that, some of the other businesses there have referred people to us."

"We enjoy meeting other businesses. You mingle with them and sometimes it opens the door for some new business and they can find new clients as well. That's what's good about it—interacting with other Chamber members."

"We like supporting the Ulster Chamber. We like to support all other Chamber members and hope they support us."

Several Chamber businesses display creative and unique booths, often showing their wares and even demonstrations. For example, the Expo's Principal Sponsor, The UPS Store in the Kings Mall, showcased its 3D printer last year and manager Todd O'Brien was on hand to show people how it worked.

"We've made this partnership because the Chamber shares our commitment to our region's small and growing businesses," Elise Anderson, owner of The UPS Store, said of her sponsorship.

Tony Marmo, owner of Normann Staffing in Kingston,

said he gets several job applicants at the Expo even though it's not a job fair.

"It's a great business-to-business experience and allows people in the community to take advantage of all the key businesses in Ulster County under one roof," Marmo said.

"There is always great energy in the room and a positive atmosphere to build business. We will never miss an opportunity to attend a Chamber Expo."

Alex Stier, owner of Home Plate Deli in Kingston and Olive's Country Store in Shokan, said he buys a booth each year to support the Chamber and also showcase his two businesses.

"Some people have no idea that we own both businesses and some have never been in either one," he said. "Being at the Expo allows an intimate setting to meet current customers and re-establish relationships with them along with meeting new people that may become customers."

"People tend to do business with people they know, like and trust. In this Internet age, doing relationship-based business is imperative for the small business owner."

Miriam Gibbons of PuroClean Professional Restoration in Kingston has certainly found that to be true in the three years she has attended the Expo. She displays before and after photos—such as



Naccarato Insurance

from a house fire—to help illustrate what her business does.

"A lot of people don't know what we do, so the Expo is a good venue for us to educate people," she said.

"I'm a good networker. My booth is nice. I do give away the little freebies, but that's not why I'm there. A lot of people take my information and call me after the fact. So it's very educational, and I may not necessarily get a customer that day, but people will call us later when they need us."

"I support the Chamber. I support the concept of shop local."

The Chamber gave away awards to the Expo's top exhibitors last year. SVN Deegan-Collins Commercial Realty won first place in the Best in Show category with Paychex second and Gardiner Animal Hospital third.

Simply Business was recognized for having the Most Friendly Staff;

Continued on page 8



The UPS Store

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The Senate House Museum

Mixer

Aug. 23  
5-7 pm

## Ulster County Regional Chamber of Commerce



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## UPCOMING CHAMBER EVENTS

**August 10 | 9:00 - 10:30 am**

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Conference Room | 500 Frank Sottile Blvd. | Kingston, NY

There is no cost for Members to attend.

Reservations are required.

**Sponsor: Hudson Valley Federal Credit Union**

**August 17 | 6:00 - 8:00 pm**

### YUP Meet Up

### @ Patel's Kingston Lanes

644 East Chester Street | Kingston, NY

No cost networking event for young professionals.

Registration is required.

Free bowling, free laser tag and cash bar.

**August 23 | 5:00 - 7:00 pm**

### Membership Mixer

### @ The Senate House Museum

296 Fair Street | Kingston, NY

There is no cost for Members and Prospective Members.

Reservations are required.

**Sponsor: Hudson Valley Financial Services**

**September 27 | 7:30 - 9:00 am**

### Chamber Breakfast Meeting

### Mayor Steve Noble

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# Experience Our Region's History

## Senate House Museum Hosts Mixer Aug. 23

The 1676 Senate House provides enough history on its own, but Chamber members attending a Business-After-Hours Mixer at the Uptown Kingston landmark on Aug. 23 are in for another treat.

Melissa Winfield, President of Friends of the Senate House, said the 1658 document ordering the building of the Stockade from Peter Stuyvesant, governor of the Dutch colony then known as Esopus, will be on display as part of an all-new exhibit.

"We just want to have as many people come in as possible and really see what a wonderful place the Senate House Museum is," Winfield said. "Chamber members can tour the grounds and see the museum. Everyone can also see the new exhibit on the Stockade."

The Mixer, hosted by the Friends of the Senate House, is scheduled from 5-7 p.m. at 296 Fair St.

The sponsor is Hudson Valley Financial Services. President/CEO Brian Ginty serves on the board of both the Friends of the Senate House and the Chamber of Commerce.

Winfield said Tom Kernan, the Senate House's site manager, will talk briefly about the Stuyvesant document, which is on loan from the Ulster County Clerk's Office through October. Chamber members will also learn about the paintings of Kingston's John Vanderlyn and can tour the gallery of his artwork.

"The next phase is we're going to redo the Vanderlyn exhibit and make it more modern and updated," Winfield said. "We just want to have people come in and see the new things that are going on and what we'd like to do."

The Senate House, the crown jewel of Kingston's rich history, each year draws thousands of tourists, scholars and families from all over the world who want to know more about life in the 18<sup>th</sup> Century.

Located in one of the more walkable areas of the city, it's not uncommon to see tourists strolling around the Senate House and eating in the local restaurants.

"It's such an active piece of history," Winfield said. "It's where the first Senate met, it was our first state capital, and people can come and walk through an area that is set up pretty much the way it was back then. They can walk through time and see that history."



"It's just such a wonderful, tangible reminder of what great history we have and what's here."

Winfield said she is excited to see the renaissance of Uptown Kingston in recent years as a mix of trendy new restaurants and niche businesses have opened, often driven by transplants from New York City.

"We have people coming in from places like Brooklyn and the Bronx,"

she said. "They came up here first looking for a weekend home or to get out of the city for a break and they've come to find what we might take for granted. We live in such a beautiful area. Uptown is just the center of a lot of great things right now."

"We've got the mountains, we've got the river and we have so many things right here. I think it's become such an attractive place for new people to come in and expand what our area is about."

One of those new businesses is the Senate Garage, which is next door to the Senate House and has become an Uptown hotspot for weddings and other events.

"Between the gardens and the stone houses, the area is just beautiful," Winfield said.

Winfield, who also is involved in Chamber-member organizations such as the Junior League of Kingston and John A. Coleman Catholic High School, is a regular at Chamber Mixers.

"The Mixers are great," she said. "It's a great opportunity to bring in businesses and non-profits and just see what everyone has going on."

"We're anxious to showcase what we have going on at the Senate House as well."

The Senate House Museum, located at 296 Fair St. in Kingston's historic Uptown Stockade, can be reached at (845) 338-2786 or [www.senatehousekingston.org](http://www.senatehousekingston.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 office at (845) 338-5100 or by registering online at [www.ulsterchamber.org](http://www.ulsterchamber.org).

# Mixer

**Thursday, August 23, 5-7 pm**  
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"A lot of people have five or six pairs of shoes and one pair of frames and the frames are two or three years old."

However, regular eye exams are not just important for aesthetics, Pomerantz said.

"Checking the health of your eyes is the most important," he said. "During an eye exam, we can find different diseases and

problems, some of which can be vision and life-threatening. It's really important to get a good, thorough eye exam on a regular basis."

Pomerantz said high blood pressure and even tumors have been uncovered through eye exams.

"There's different things you can find by looking in the eye that can really save your life," he said.

VisionExcel, located at 1636 Ulster Ave. in Lake Katrine, offers complete eye exams, while the company's showroom features a wide selection of unique frames from Israel, Italy, France, England and the United States. The company motto is "Where eye wear is an art."

"We're trying to get more American-made frames," he said.



Pomerantz said VisionExcel also offers specialty contact lenses and fittings.

"The trend for contacts is daily disposables, especially in allergy season," he said. "The different allergens can cause your eyes to produce more tears, and more mucousy tears, and that can build up on the lens and irritate your eye, but when you have the daily disposable contacts, you get a fresh, clean lens on your eye."

Pomerantz started his business in 1986 as a Pearle Vision franchise about a mile south of his current location in front of the Hudson Valley Mall. He de-franchised in 1995 and changed the name to Visionworks.

In 2007, he opened in a new office in Lake Katrine under the name VisionExcel.

"We're able to carry whatever we feel is

the best product," Pomerantz said of being an independent. "We're most interested in patient satisfaction and really trying to help the patient get the best product for them."

"There's many different types of lenses, there's many different frames, and really a pair of glasses is a system. It's the way the frame holds the lens on your face."

Pomerantz said business has been good since he moved to Lake Katrine. Customers are drawn to the company's 31 years of service and that Pomerantz accepts most insurance.

"A lot of people appreciate the fact that we're on street level at this location," he said. "They can walk outside and try sunglasses on. It's easy in, easy out."

VisionExcel employs three optometrists and seven employees total.

Pomerantz said Chamber President Ward Todd has done an "excellent job" promoting member businesses through events like networking mixers and social media.

"He tries different ways to promote the members," he said. "I think he's doing a great job."

*VisionExcel Eye Care, located at 1636 Ulster Ave. in Lake Katrine, can be reached at (845) 336-6310 or [www.visionexceleeyecare.com](http://www.visionexceleeyecare.com).*



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# We're Off To See Oz Farm

## Saugerties Location Over The Rainbow

Oz Farm in Saugerties bears no resemblance to the 1939 Kansas homestead Dorothy and Toto called home in the "Wizard of Oz," but it sure is a place where the owner tries to make all your dreams come true.

You also won't find Oz Farm at the end of a yellow brick road, but at 280 Malden Turnpike in Saugerties. One of the first things visitors see is a photo of Warner LeRoy, the father of Oz Farm owner

Jennifer Oz LeRoy, on the set of the epic film.

"My father was 4 years old when my grandfather produced the movie," LeRoy says. "People do bring it up from time to time. My middle name is actually Oz, which is obviously why the farm is called Oz Farm."

LeRoy's grandfather, the famous Hollywood director and producer Mervyn LeRoy, produced "The Wizard of Oz."

Her great-grandfather was Jack Warner, one of the founders of Warner Brothers Studios.

The whole farm venture took a lot of brains, heart and courage to pull off, especially for a city girl with roots in the hospitality business.

LeRoy grew up in Manhattan and worked at two iconic restaurants owned by her parents: The Tavern on the Green in Central Park and the Russian Tea Room on West 57<sup>th</sup> Street.

An avid horse rider since age 4, LeRoy first came to the Hudson Valley in 2006 to ride at Horse Shows in the Sun (HITS) and fell in love with the area. Oz Farm, an 82-acre working horse farm about five minutes outside the village of Saugerties, gives her a chance to combine two of her great loves—riding horses and event planning.

"I've turned one of the barns into an event venue for weddings and birthdays and other events," she said. "It was an original barn that we renovated so it's got that really great 'barn' feeling."

The farm also features two horse barns, an indoor riding arena and a field for tented events. There's also a camping area, where guests can cook out at night or just relax in a hammock.

"We call it a 'glamping' zone," LeRoy says. "It's glamour camping. It's a whole new trend. It's sort of like an adult summer camp, a fun, family-oriented place I'm very proud to own."

LeRoy also offers a horse riding camp for people to take lessons from top instructors.

"We have beautiful show horses on the property that people can incorporate into their wedding or event however they would like," she said.

"I love event planning. My family was in the movie industry and that sort of translated over to our creativity. My father transferred it into restaurants and I passed that along to my event planning to make it a magical experience."

While LeRoy's specialty is weddings, she can plan smaller events too, all of which allow her to use the experience she gained in two of the most recognizable restaurants in the world.

"We can do everything from small farm-to-table dinner parties to a big wedding," she said.

"The farm is a great place for locals and for people from out of town to come and have events. It's just beautiful. With my experience, the more elaborate and

*Continued on page 7*

## Ulster County Regional Chamber of Commerce

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For detailed itinerary & registration form visit  
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Jennifer Oz LeRoy



*Continued from page 6*

detailed they want, the more fun I can make the event.”

Working as an event planner and owning a farm is a horse of another color for LeRoy, who began working at the Tavern on the Green when she was just 16.

“I grew up working there,” she said. “It was my parents’ restaurant. I worked every position there.”

At the Russian Tea Room, she worked in the front of the house as director of operations at a mere 19.

“I’ve really seen it all when it comes to events,” she said. “We fed the runners for the York City Marathon and would feed

18,000 runners in six hours.

“I’ve done hundreds of weddings. We would have as many as two weddings a day going on so I have a lot of wedding and event-planning experience.”

LeRoy bought the “very special” Saugerties property 10 years ago and began spending more time here two years ago, helping to make Oz Farm a merry old land indeed.

“I’d like people to come and experience our farm and see everything it has to offer,” she said. “People are welcome to come and visit and see if their kids would like to come here and ride horses.

Between running the Tavern on the Green and coming to Saugerties, LeRoy planned events in the Hamptons. While she loves that area, too, the Hudson Valley now has her affection.

“I really love the Hudson Valley,”

she said. “I love the people here. I love the whole feeling here. There’s a lot of creativity here and people growing their own products. I really love this town. I think it’s very special.

“Obviously I miss being in a restaurant every day because it’s in my blood, but planning events helps me pacify my missing of the restaurant business.

Weddings are high-pressure situations as well and I love to rise to the occasion and create a great experience for a bride and her family. It’s really special for me.”

While she grew up in the big city, it’s not uncommon to see LeRoy sometimes riding a tractor around Oz Farm. She’s clearly not in Kansas anymore, especially when she recently took part in a costume contest for dogs in Saugerties.

She also would like to be more involved with the Chamber.



“The Chamber is a great group of people,” she said. “They have been absolutely terrific and I would like to do more with them.”

LeRoy, who first saw “The Wizard of Oz” when she was 3, sometimes holds a movie night at the farm and shows the film out on the field.

“I’d like to expand that to have more people and invite the town,” she said. “I’m going to work on that because I think it would be a great family event.”

*Oz Farm, located at 280 Malden Turnpike in Saugerties, can be reached at (917)-866-4333 or [www.ozfarmny.com](http://www.ozfarmny.com).*



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For Information/Application Contact Ingrid Kulick

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# Booths are Going Fast!

*Buy Local Expo Sept. 20<sup>th</sup>  
at Diamond Mills*

Continued from page 1

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The cost for a booth at the Expo is \$375 for Chamber members and \$475 for non-

members, though the \$100 surcharge can be applied toward a Chamber membership. Sponsorships range from \$575 to \$2,500.

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

For specific questions, contact Bob Hirsch, the Chamber's director of business services and communication, at [bob@UlsterChamber.org](mailto:bob@UlsterChamber.org).

# Save The Date!

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# Ribbon Cuttings



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# WELCOME THESE NEW MEMBERS

## BLUESTONE FINANCIAL MANAGEMENT

32 Northwoods Road  
**Saugerties**, NY 12477  
www.BluestoneFM.com  
(845) 247-3830

**Seth Stammer** - Managing Member  
Category: Financial Services

Description: *Bluestone Financial Management is a New York State registered RIA (Registered Investment Advisor), providing financial advisory and planning services to both individuals and companies throughout the Hudson Valley and across the country. Bluestone is passionate about providing fee-only investment management advice to its clients, allowing clients to focus on what inspires them, while we ensure their futures and retired lives are properly planned for. Additionally, Bluestone serves as an Advisor for corporation's retirement plans, most notably 401k programs.*

## BOUTIQUE INNS OF KINGSTON NY

93 Broadway  
**Kingston**, NY 12401  
www.BoutiqueInnsOfKingstonNY.com  
845-514-3998

**Nancy Donskoj** - Board member

Category: Accommodations

Description: *The Boutique Inns of Kingston NY is a dynamic group of accommodation owners working together to encourage people to visit and enjoy our city, Kingston NY. Our mission is to ensure guests have a fabulous stay in one of our many select Inns or B&Bs, and that they make the most of our local shops, restaurants and other attractions.*

## EFROS ORTHODONTICS PLLC

149 Hurley Ave.  
**Kingston**, NY 12401  
www.efrosorthodontics.com  
(845) 331-7356

**Dr. Greg Efros** - Orthodontist

Category: Dentists

Description: *We provide patients with braces or Invisalign to improve their smiles.*

## granthelper

14 Ulster Landing Rd  
**Kingston**, NY 12401  
www.granthelper.com  
(415) 686-6239

**Marie Beichert** - Fundraising Counsel

Category: Consultants - Non-Profit Organizations

Description: *Fund Development and proposal writing for nonprofits, government and business.*

## HEARTWOOD

2694 Route 44/55  
**Gardiner**, NY 12525  
www.heartwoodny.com

**Phillip Rapoport** - Managing Member

Category: Accommodations

Description: *Heartwood is a planned boutique hotel, restaurant, farm, and spa to be located in Gardiner, NY.*

## JM DEVELOPMENT GROUP LLC

2975 US Route 9W  
**New Windsor**, NY 12553  
(845) 565-4210

**Michael Bonura** - Member

Category: Construction Management

Description: *Construction/Development - Going to redevelop Kingstonian Site in Uptown Kingston.*

## KNICKERBOCKER TOURS, LLC

106 Van Wagner Road, Apt. 1C  
**Poughkeepsie**, NY 12603  
www.knickerbockertours.com  
(607) 592-1583

**Steve Adams** - Owner

Category: Tour Operators

Description: *Organize single and multi-day tours in the Hudson River Valley, as well as step-on guide services.*

## MARIA CABRERA ALTERATIONS & TAILORING

900 Ulster Avenue  
**Kingston**, NY 12401  
www.alterationsmariacabrera.net  
(845) 514-2108

**Maria Cabrera** - Owner

Categories: Alterations; Retail

Description: *Alterations & tailoring of prom dresses, bridesmaids and Quincenera gowns.*

## RIP VAN WINKLE CAMPGROUNDS

149 Blue Mountain Road  
**Saugerties**, NY 12477  
www.Ripvanwinklecampgrounds.com  
(845) 706-6458

**Brian Ellsworth, Eric Ellsworth,**

**Jason Ellsworth** - Co-Owners

Category: Campgrounds

Description: *A relaxing experience whatever your camping style, we have the perfect spot for you. We pride ourselves in keeping the park an exciting experience in nature.*

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Chamber of Commerce

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Alexander Milne, DDS  
American Printing & Office Supplies  
Apple Greens Golf Course  
Augustine Nursery  
Bill's Auto Service  
Boitson's Restaurant  
Boulevard Liquors  
Camping World of the Hudson Valley  
Catherine Charuk, Attorney at Law  
Cerebral Palsy of Ulster County  
Community Foundation of Ulster County  
Community Products CP LLC  
Cornerstone Family Healthcare  
Crafts People  
Curious Minds Media  
Cutting Edge Spray Foam Services, Inc.  
Emerson Resort & Spa  
EnergyNext, Inc.  
Family Services  
Frost Valley YMCA  
Galileo Technology Group  
Helsmoortel Realty  
Historic Huguenot Street

Home Health Care & Companion Agency, Inc.  
Hudson Cruises, Inc.  
Hudson Valley Current  
Hudson Valley Hospice  
Information Mine, Inc.  
Keyser Funeral and Cremation Service Inc.  
Kingston Creative  
Kovo Rotisserie  
Kristen Willson  
LHV Precast Inc.  
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Matthew C. Hall & Company, CPAs, LLP  
Mother Earth's Storehouse, Inc.  
Mountain Valley Manor Adult Care Home  
N & S Supply Inc.  
New Horizons  
Newburgh/NYC North KOA  
Northeast Paving and Sealcoat, LLC  
NYSED-ACCES/VR  
Perfect Flow Inc.

Prostate Cancer 101  
River Valley Radio, Inc.  
Roeber & Rausch Custom Builders Inc.  
Santa Fe Uptown  
Saugerties Pharmacy LLC  
Sawyer Motors  
Somsak Bhitiyakul, MD, FACP & Saharat Bhitiyakul, MD  
Stone Ridge Electrical Service, Inc.  
Stuart Okorofsky  
Sunrise Bagels & Deli  
The Arc of Ulster-Greene  
Ulster Gastroenterology  
Uniforms USA Inc.  
Van Deusen House Antiques  
Vecc Videography  
WDST 100.1FM Radio Woodstock  
Wendy Henderson  
Woodstock Chimes  
Zena Recreation Park

## Anniversaries:

**35 Years**  
HERITAGENERGY

**15 Years**  
Stuart Okorofsky  
Sunrise Bagels

**30 Years**  
Woodstock Chimes

**5 Years**  
Wendy Henderson

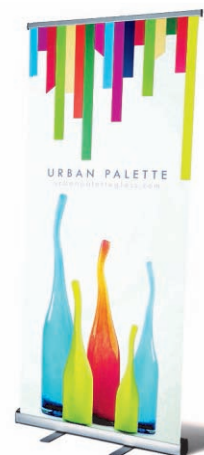
**25 Years**  
Hudson Valley  
Hospice

Historic Huguenot Street  
Santa Fe Uptown

**For information on  
Chamber Membership  
email Carol Ricken at  
[Carol@UlsterChamber.org](mailto:Carol@UlsterChamber.org)**

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# Mixer

**July 27, 2017**  
**Robert Post Park**  
**Town of Ulster**  
515 Park Road  
(just off Ulster Landing Road)  
Kingston, NY

*July Mixer  
Sponsor*



Our Mixer Host, the Town of Ulster including Detective Brian Reavy, Officer Dan Killian, John Morrow (Town Board), Paula America and Lauren Hommel (Deputy Town Clerks), Suzanne Reavy (Town Clerk), Larry Decker (Planning Board), Jim Quigley (Supervisor), Joel Brink (Town Board), Kyle Berardi (Police Chief).



Our Mixer Sponsor The Bank of Greene County.



Lisa and Frank Faluotico, Ed Montalbano and Tony Marmo (all from the Ulster County Italian-American Foundation), Laurie Hicinbothem, Bethany Boyce and June Nathanson (all from Diamond Mills Hotel & Tavern).



(Front) Floyd Gulnick (Gateway Community Industries) with Dawn and John Miller (both from Millers Cruise and Travel). (Rear) Barbara Grottan and Robert Greer (both from Madison Square Design) with Jim Bracco (Jim Bracco Classic Auto Service).



John Hackney (Farmers Insurance – New York Life Insurance) with Pamela Gardeski and Linda Van Steenburg (both from Paper House Productions).



C.J. Hartwell-Kelly and Kathleen Phelan (both from Buttermilk Falls Inn & Spa) with Brittany Horton (H & V Collision).