

Supporting Businesses ~ Supporting Our Community

Chamber*News*

214 Fair Street Kingston, NY 12401 www.U

www.UlsterChamber.org



2021

Get Out And Enjoy Ulster County

Virtual Breakfast Focuses On Outdoor Rec

Ulster County truly is a four-season destination for outdoor recreation. From our skiing, hiking trails, fishing, boating, camping, golf and even hang-gliding, there's never a loss for something to do.

It's also all great for our economy. According to the Ulster County Tourism Office, more than 3 million people visit here annually. Tourism in Ulster County generates an estimated \$650 million in spending each year.

All of that and more will be on display at the Chamber's next Virtual Breakfast on May 25 from 9:00 -10:00 a.m. The Breakfast, entitled "Ulster County Offers World Class Outdoor Recreational Opportunities," is sponsored by Mid-Hudson Valley Federal Credit Union.

The Breakfast will be Livestreamed on Facebook and YouTube with technical support from Radio Kingston.

The guest speakers for the morning will be Kevin Case, President/CEO of the Mohonk Preserve; Elizabeth Waldstein, Executive Director of Walkway Over the Hudson; and Lisa Berger, Director of Ulster County Tourism.

One of the attractions drawing people to Ulster County and the region is the giant pedestrian bridge known as the Walkway Over the Hudson. Waldstein said when the Walkway opened in 2009, people saw a lot of opportunity but also a lot of unknowns.

"We have seen through the COVID experience how important recreational and health access is to the Hudson Valley," she said. "We have continued to finish the Walkway and add improvements and amenities, and we're looking forward to sharing that with Chamber members."

Most Hudson Valley tourist attractions shuttered their doors when COVID hit last March, but the Walkway, which connects Highland on the west with Poughkeepsie on the east, remained open. While some people felt trapped inside their homes, the Walkway was there as an oasis for people to get out and about and maintain their physical and mental health.

The Walkway, which towers 212 feet above the water and is owned by the state Bridge Authority, averages about 600,000 visitors a year. More than 6 million people have crossed the 1.8-mile span in the 11 years the Walkway has been open.

Meanwhile, the majestic Mohonk Preserve in New Paltz draws about 300,000 people a year to the Hudson Valley to marvel at its 8,000 acres of mountain ridges, forests, fields, streams, and ponds.

Case, who has been in his current role for about a year, said he will remind business leaders of the resources the Mohonk Preserve provides and also discuss its ecological importance for the biodiversity of the area.

He says Mohonk has never been more popular.

"It has really caused us to look much closer at how we balance the desire for people to want to be outdoors—which we are super excited about—with ensuring that the quality of the landscape, the ecosystem, stays intact," he said.

Case said the Mohonk officials are also thinking about the organization's role heading into the future.

"It's evolving," he said, "especially in the issue of climate change and what we're doing to better prepare the ridge and dealing with our carbon footprint in that regard."

Case said Mohonk took on a greater role as a community organization during COVID-19 by organizing food drives.

Berger, who took over as the County's Tourism Director last October, plans to discuss the more than 350 miles of Ulster County's vast and diverse trails system and the opportunity it

Ulster County Offers
World Class Outdoor
Recreational Opportunities
Tuesday May 25, 2021
9:00 - 10:00 am
Livestream on Facebook & YouTube

provides to both residents and visitors.

"Our trails system is our unique competitive advantage over all other counties in the Hudson valley," Berger said. "Ulster County has 75 miles of community-serving rail trails, with the vision of growing to 123 within the next few years."

Berger said there are 190 miles of hiking trails in the Catskill Forest Preserve; 135 miles of carriage roads and trails in the Shawangunk Mountains; 14 miles of biking trails in Wawarsing; and 26 miles of multi-use trails in Sundown Wild Forest.

"These outdoor spaces saw record-breaking visitation in 2020," she said. "I will talk about how they not only provide outdoor recreation, solitude and places for discovery, but they serve to connect people to our communities."

Virtual Chamber Breakfast Meetings are a great way to stay on top of current events. For more information, contact the Chamber at (845) 338-5100 or go online at UlsterChamber. org.

Mid-Hudson Valley Federal Credit Union Is The MayVirtual Breakfast Sponsor

How lucky we are to live and work in Ulster County. The Hudson River, the Catskills, and 350 miles of hiking trails—it's no surprise people flock here to enjoy what's in our own backyards. And with elevations from sea-level to over 4,100' we have our own fair share of peaks and valleys, gorgeous vistas and strenuous climbs.

When's the last time your financial journey felt at its peak, like you were on top of Slide Mountain, gazing out at a beautiful future, and at ease with your next steps? For a lot of people, money feels more like a valley, with steep climbs, no view, and not a lot to look forward to. And it can feel lonely – like you're the only one who hasn't made it to the top. The truth is, though, financial stress is rampant. 77% of Americans feel anxious about their finances, according to CNBC.

But here's the thing:

No one needs to make that journey alone.

For some it's ensuring their already secure financial future stays that way. For others, it's getting started on managing their own money in a responsible way. For still others, it's guiding a recovery from a few missteps, a wrong path taken, an unexpected

obstacle. Just like any of the hiking trails across Ulster County, how your financial journey unfolds depends on how well you prepare, what turns you take, and knowing when to ask for help.

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You've got the on-demand financial education you need. Podcasts, seminars, articles, eBooks, videos, recorded webinars – however you like to learn, Mid-Hudson Valley Federal Credit Union (MHV) provides open access to financial education to everyone in the Hudson Valley, regardless of whether you bank with us. Rather than outsource to big-box providers, we build our financial education in-house, crafting resources we know



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our communities need. Hosting a webinar on resume building and interview skills in the midst of the pandemic, offering budgeting classes in Spanish, even airing a podcast episode on how to stage your home to sell – MHV knows your financial questions are unique and important.

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Chamber News

The official publication of the Ulster County Regional Chamber of Commerce is a special advertising supplement to the **Daily Freeman**

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DAILY FREEMAN

UPCOMING CHAMBER EVENTS

May 5 through May 15

Lace Up With YUP Virtual 5k Race

To benefit Center for Spectrum Services \$15 to participate or \$30 for a family up to four Register at www.UlsterChamber.org

Sponsors: Rondout Savings Bank, Gagnon & Associates, Ulster Savings Bank, Begnal Motors, Marshall & Sterling

Friday May 21 | 9:00 - 10:30 am

Business Card Exchange In Person @ The Venue Uptown

Complimentary Continental Breakfast Space is limited. Reservations are required Register at www.UlsterChamber.org

Sponsor: Rondout Savings Bank

Tuesday May 25 | 9:00 - 10:00 am

Virtual Chamber Breakfast Meeting "Ulster County Offers World Class Outdoor Recreational Opportunities"

Guest Speakers:

Elizabeth Waldstein - Walkway Over the Hudson Kevin Case - Mohonk Preserve

Lisa Berger - UC Tourism on Ulster County's 350 miles of trails

Livesteam on Facebook & YouTube Technical Support by Radio Kingston

Sponsor: Mid-Hudson Valley Federal Credit Union

August 1 Nomination Deadline Business Recognition Awards

Nominate your favorite Business, Business Leader or Organization Nomination forms available at www.UlsterChamber.org

Ulster County Regional Chamber of Commerce Supporting Businesses ~ Supporting Our Community www.UlsterChamber.org

A Restaurant 'Lifeline'

Ulster Eateries United Spurs Business, Community

Jess Davis has learned a great deal about the mettle of local restaurant owners since March 17, 2020.

That's the day the Ulster County Regional Chamber of Commerce launched the Ulster Eateries United Facebook page as a way to help them get through the state-mandated indoor dining shutdown.

"They are resilient, creative and determined," said Davis, the Director of Membership at the Chamber. "They have recreated their menus and safety measures and the way they invite patrons in to dine. Most of them have a bare-bones staff because they lost workers due to the pandemic, but the smiles on their faces are contagious. They still invite us in like we're going into their homes and they treat us with the utmost hospitality."

Davis knows all about their challenges. She was part of the Chamber team on St. Patrick's Day 2020 to lament the suspension of indoor dining and brainstorm ways to help. The Chamber received permission from the state to stay open as an essential business.

"It was a very strange week in the office," Davis recalls. "We had canceled the St. Patrick's Day breakfast because of COVID and were trying to figure out how we could help our businesses. Things were changing hourly, so we immediately thought we should do something to help restaurants communicate on social media."

Thus was born Ulster Eateries United, a Facebook page for restaurants and the public to share weekly specials, takeout options, menus, outreaches and even what's-for-dinner photos.

"We launched it that afternoon, and I headed out the door," Davis said. "Within a couple of hours, we had well over 1,000 members, and by the weekend, it was upwards of 3,000."

Today, Ulster Eateries United has close to 12,000 members and shows no signs of slowing down, even as the pandemic wanes.

"It has been well-received. Early on, the restaurants were coming on left and right and announcing curbside and specials. They got creative very fast," Davis said.

Linda Bradford, the owner of Stone House Tavern in Accord, was one of them. In fact, Bradford reached out to the Chamber the day of the shutdown to see what it could do to help.

"My message was basically a cry for help," Bradford said. "We needed a lifeline. None of us saw this coming. The pandemic changed everything. I realized our whole business model was going to drastically change, and the Chamber came up with the master plan of doing the Facebook Group. It just took off."

With the restaurants staying open and generating sales, Ulster County's sales tax receipts actually did better than expected in 2020.

Rodney Mazzella of the Mazzella family restaurants also credits the Facebook group for helping them get through the initial dark days.

"Ulster Eateries United has a huge online presence," he said. "Anytime we have put up a post to help the community or promote something at any of our locations, they have helped us spread the word. They're a huge asset to the restaurants in



Ulster County."

Eateries

DELICIOUS

Chamber - Commerce

Mazzella, whose family owns Village Pizza in Saugerties and Rhinebeck and Village Bagels in Saugerties, couldn't say enough about Davis, the Chamber and their dedication to helping the business community.

"Having a Facebook page devoted to our industry is huge. During the shutdown, restaurants were hit extra hard by not having dine-in, and many of us needed to promote takeout for customers in a safe manner, so without the Chamber behind us, I don't know what we would have done." Mazzella said.

No doubt, the Ulster Chamber has been a trailblazer in its social-media promotion of local restaurants and small businesses.

In addition to Ulster Eateries United, the Chamber launched the Ulster Small Businesses United Facebook page more than a year ago to boost its other members.

"I honestly think that the Chamber has always done an incredible job supporting our community," Davis said. "These Facebook Groups showed us the power of connection and what we're able to do with the resources we have, our staff, our community, our community leaders, and when we put that altogether, it's pretty powerful."

Another mighty tool developed by Davis and Chamber President Ward Todd is the video series, "Jess Delicious," which features Davis visiting local restaurants. The

weekly series got underway in February, and so far, she has spotlighted some 40-plus restaurants.

Davis and her daughter, Jordan Davis, shoot the segments showing the dishes each restaurant is known for, and Davis then edits and packages the videos herself.

Each segment is unscripted, and that's the way Davis likes it.

"I'm really an off-the-cuff person, and I go with the flow and learn about the dishes from the restaurant owners and how it's prepared. Sometimes, I'm able to get into the kitchen. What's important is keeping it real," she said.

That includes the occasional shot of sour cream on her lip or those more amusing moments.

"At one restaurant, I had this enormous stuffed sandwich, and I took a bite and the other half fell onto my lap. I just had to leave that shot in there because it was real. It's taking one for the team," she said.

The "Jess Delicious" videos, which also offer contests, have scored well with viewers. Each typically gets about 5,000 views



and multiple shares.

"Everyone loves food. We all have to eat, and our restaurants are such an intricate part of our community. It's important that they keep their doors open," Davis said, adding that Ulster Eateries United was created for that purpose.

Along the way, though, something else happened.

"At a time when we were told to quarantine, the community found they could come together at the Ulster Eateries United dinner table and tell their neighbors to try this dish or that," she said. "It gave us all a sense of community."

Davis has pledged this year to do a video on every Ulster County restaurant willing to go on camera. She then plans to give equal treatment to Chamber businesses of every sort.

"We have some pretty incredible members. The goal is to highlight the greater population of our membership," she said. "I just want people to know that my commitment and passion is for our small-business community and all our members."



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'Ulster County's Baseball Team'

Stallions Prep For Comeback Season

Yes, baseball will be back in Saugerties this

The Saugerties Stallions, who play in the Perfect Game Collegiate Baseball League (PGCBL), will open their 2021 campaign at 7:05 p.m. June 3 at Cantine Field. The team's 2020 season was wiped out by COVID-19.

Kevin Hinchey, the team's owner, said the Stallions will follow all health and safety protocols from the state and county governments.

"We are prepared to have the majority of our crowd able to attend the games," Hinchey said. "That's our thought process right now, but there are things that are out of our hands. As the season gets closer, we'll have a better understanding of what we can and cannot do."

Hinchey, who has owned the Stallions for six years, said cancelling last year's season was painful, but even major league baseball didn't return until July 23 and with no fans to boot.

"We thought we might be able to squeeze it in, but it didn't make health sense," he said. "Everyone was disappointed for a host of different things. It seems the anticipation for this upcoming year, the buzz, is greater than ever. People are reaching out and our sponsorships and our host families are excited."

Some of that excitement comes from adding hitting coach Shane Spencer, a three-time World Series champ with the New York Yankees. The team's pitching coach is Rich



Kevin Hinchey and Pat Ryan

Dubee, who coached with the Miami Marlins, Detroit Tigers and won a World Series with the Philadelphia Phillies in 2008. He has coached such star pitchers as Cole Hamels, Justin Verlander and the late Roy Halladay.

Hinchey said the Stallions may add one more World Series-winning, "big name" coach before opening day.

The team's manager is Colin Martin, the son of Charlie Manuel, a former major league player who managed the Phillies in their 2008 championship run.

The PGCBL, which recently announced a 48-game schedule, also includes the Adirondack Trail Blazers, Albany Dutchmen, Amsterdam Mohawks, Elmira Pioneers, Geneva Red Wings, Glens Falls Dragons, Jamestown Tarp Skunks, Mohawk Valley DiamondDawgs, Newark Pilots, Oneonta Outlaws, Niagara Power, Utica Blue Sox and Watertown Rapids.

The Stallions, who play at Cantine Field in Saugerties, will host 25 regular season home games this year throughout June and July (see schedule at www.saugertiesstallions.com).

Hinchey said the Stallions draw around 1,200 fans a game, a figure that has climbed to 3,000 to 5,000 on occasion.

"A lot of people come from outside our area to our games and they go into our town and surrounding towns and from hotels to restaurants to clothing shops, everyone is affected in a positive way," Hinchey said.

Compared to a trip to a major league game, a night with the Stallions is a downright bargain. Kids 12 and under are free, and just \$5 gets adults through the door (\$3 for students, seniors and military).

You can also catch the Stallions on Facebook

Live. A few thousand fans tune in each game, but one contest drew an audience of 2 million, Hinchey said.

"I don't know how we got it, but we embraced it," he said.

Hinchey said the Stallions are accepting applications for interns and singers to perform the national anthem before games. The team also honors a military veteran at each game and fans can nominate someone by contacting Hinchey.

"If anyone wants to be a part of the Stallions' family, they should contact us," Hinchey said. "There are different ways that businesses can get involved."

The Stallions are also a team with a heart. You might see players around Ulster County and beyond taking part in various charity events and other philanthropic endeavors.

"The Stallions are more than a baseball team," Hinchey said. "They completely help out the economy and they help the people in our community in any way, shape or form that they can."

Hinchey, the owner of H&H Environmental in Saugerties, said he and his wife, Renee, were asked to take over the team in 2015 and he is glad he did.

"We have a baseball town, so people approached us and pitched us on taking it over and we did it," he said. "It is fantastic, and we love it. Our kids love it, our family loves it, our community loves it. It's their team. This is Ulster County's baseball team."

The Saugerties Stallions, 645 Route 212 in Saugerties, can be reached at (845) 707-0265 or www.saugertiesstallions.com.



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In Loving Memory of RYAN

Raising Your Awareness Of Narcotics

Vince Kelder remembers his son, Ryan, being in and out of rehab for a few years before his tragic overdose in 2015. He also lived alone, which was far from ideal.

"They put him in an apartment, and he was by himself and it just didn't work," his father says. "Isolation is a killer for drug addicts and alcoholics. It's the worst thing for them. If they don't have a good spiritual connection, then being around other alcoholics is what keeps them clean and sober.

"During the pandemic, people have suffered severely from mental illness, drug addiction and alcoholism by being isolated. The damage has been unbelievable."

After Ryan's death, Kelder and his daughter, Randi, formed the non-profit Raising Awareness About Narcotics (RYAN) in honor of their son and brother.

In hopes of addressing the isolation issue, RYAN's latest venture is to purchase the former Knights of Columbus building at 19 Barclay St. in Saugerties and use it as a residence and meeting place

for men coming out of recovery. Vince said the banquet hall would be used for recovery meetings Since COVID-19, meeting places are scarce.

"We also plan to petition off bedrooms and give people in early recovery a place to get started and help them," he said. "This will be a group of guys living together in early recovery. They will work and maintain sobriety until they save enough money to get an apartment.

"It's going to be a recovery clubhouse. It's going to be a great thing for people to get their lives back together. I think people have to have a purpose."

RYAN is already raising money on its website (www.raisingawarenessrun.com) for what is tentatively named Ryan's Recovery House.

"We've already raised over \$200,000,"

Vince said. "We've had tons of community support so far and it's going to help strengthen our community."

Ryan grew up in Kingston and graduated from Kingston High School and SUNY Plattsburgh. His addiction began with alcohol and marijuana, but escalated to painkillers and opioids, including heroin. Ryan's father found him dead from an overdose just 15 days after his last stint in rehab and a month before his 25th birthday.

"We decided after he passed away that we wanted to do something to raise awareness about what was going on because a lot of people were going through the same things, but it was kind of being swept under the rug," Randi said.

"We decided that we were going to raise

Fore Recovery" golf tournament on July

26 at the Wiltwyck Golf Club in Kingston

to raise money. (Visit the website for

in 2015. The event was so successful.

organizers kept it going. The run/walk

was cancelled last year due to COVID-19

gives those who are in recovery a day of

"It's like a day of celebration and it

RYAN also invites in speakers to help

raise money, including former Boston

Celtics player Chris Herren and Mets and

RYAN started with a 5-K run/walk

more information.)

but will return this year.

fun," Randi said.

The group will host its second "Drive

1,200 9th grade students were bussed into Dietz Stadium in Kingston to hear the recovery story of popular BMXer Tony Hoffman.

RYAN has also donated more than \$8,000 to the Boys & Girls Clubs



Ryan Kelder

of Kingston for drug awareness and prevention, provided scholarships for

kids to attend summer camp in Kingston and sponsored field trips to the MAC Fitness Kids Summer Program.

"We try to raise awareness in our community and also prevent kids from going down the wrong road," Randi said.

RYAN also sponsors sports teams and it's not uncommon to see them volunteering to feed the homeless.

"It's been our goal to help the youth in the community with things that are productive," Vince said. "We do everything we can to raise awareness about the opioid epidemic."

The issue is doubly special to Vince, who comes from a recovery background and has been clean and sober for 25 years. Randi never struggled with drugs or alcohol like her brother, but lived through his addictions and found going into schools and speaking therapeutic. She remembers one 7th grader hugging her and thanking her because she had just lost her mother to drugs.

"That was my sense of recovery," Randi says. "This little girl now knows she's not alone."

Raising Your Awareness About Narcotics, 1568 Route 32 in Saugerties, can be reached at (845) 706-4794 or www.raisingawarenessrun.com.









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BELLA'S HOME-BAKED GOODS

The Official Publication of the Ulster County Regional Chamber of Commerce

125 Vinevard Ave. Highland, NY 12528

www.bellashba.com Deanna Bellacicco Breault - Owner

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ONE LAST TAG

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416 East Chester Street

Kingston, NY 12401 www.the-original-mickeys-igloo.business.site

leff Bigando - Owner/Manager

Category: Ice Cream & Frozen Desserts

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Lake Katrine. NY 12449

www.personalpizzasandmore.com

Marine Dipaola – President

Category: Fast Food/Delis

Description: Things are certainly taking shape at Personal Pizza Company- The DiPaola family is hoping to announce an official Soft Opening date some time this week!

Family and friends are gathering today for a private opening to tour the restaurant and sample pizza and pasta anddddddd GELATO!!! Personal Pizza Company will offer Drive-Thru pizza, pasta and desserts.

STONE DOCK GOLF COURSE

12 Stone Dock Road

High Falls, NY 12440 www.stonedockgolfcourse.com

Francis & Jennifer O'Donnell - Co-Owners

Categories: Golf; Event Venues; Restaurants

Description: Stone Dock Golf Course is in the beautiful hamlet of High Falls just 90 minutes from New York City. We are now under the experienced ownership and management of Francis O'Donnell and family. As you walk along a mile of scenic Rondout Creek, you'll find a challenging 9-hole experience with two par fives and 6,080 total yards. When you are done with your round, stay and enjoy a delicious meal and great music at the High Falls Cafe. You'll love the friendly and relaxing atmosphere you find here. Open to the public from late March through November. Memberships are available.

TMONEY

Kingston, NY 12402 www.teresapleva.com Teresa Pleva - Owner

Category: Accounting Services

Description: Mobile Bookkeeping Specialist.

VIOLET'S BAKERY

81 Partition St.

Saugerties, NY 12477

www.facebook.com/violetsbakery

Sina Clark - Owner/Operator/Head Baker

Category: Bakeries/Baked Goods

Description: One of the Hudson Valley's best kept secrets, Violet's Bakery is a boutique bakery nestled in the heart of Saugerties. We specialize in seasonal desserts, cakes, tarts, savory pastries, house-made butters and granolas along with one of Ulster County's best cappuccinos and locally produced teas.

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Artco's Copy Hut

A-Team Comfort Systems

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People's Place

UnitedHealthcare

15 Years

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Exago Inc.

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MARIGOLD HOME



667 State Route 28, Kingston, NY www.merigold-home.com

DELAWARE VALLEY JOB CORPS



9368 State Route 97, Callicoon, NY delawarevalley.jobcorps.gov

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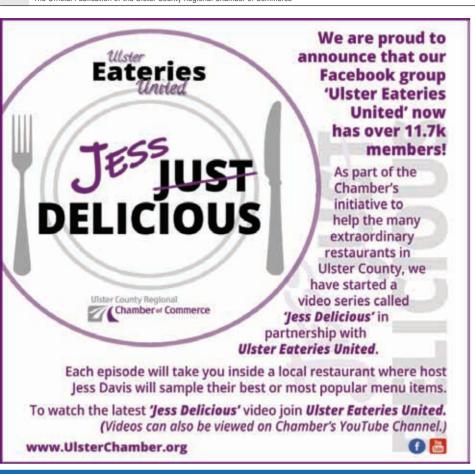
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