In-Person Chamber Breakfasts Return

Hear About Golden Hill Housing Project

The developer of a new 160-unit neighborhood at the former Ulster County Jail site on Golden Hill says the company hopes to break ground next year and open sometime in 2024 offering mixed-income, intergenerational and workforce housing.

You can hear all about these exciting plans at the Chamber’s next breakfast meeting from 7:30-9:00 a.m. Sept. 21 at The Venue Uptown at the Best Western Plus in Kingston. This will be the first in-person breakfast since February 2020 featuring Ulster County Executive Pat Ryan. COVID-19 hit in March 2020; at which time the Chamber began hosting Virtual Breakfast Meetings.

The guest speakers for the breakfast, sponsored by Nuvance Health, will be William D’Avella and Dylan Salmons from Pennrose, the Philadelphia-based firm hired to design, build, and manage the project. Ryan will introduce the speakers and discuss the county’s broader housing strategies and the process for selecting Pennrose.

D’Avella said Pennrose has outlined the project for the Chamber’s Board of Directors and now wants to address the community’s business leaders.

“We’re hoping to broaden the project’s exposure and to garner the support of the Chamber and the business community behind the redevelopment of the site from an old defunct jail to a new neighborhood,” D’Avella said. “We want to introduce ourselves and the project and invite people to our upcoming community events to get their feedback.”

The Ulster County Housing Development Corporation (UCHDC) selected Pennrose (www.pennrose.com) last November. The firm has a 50-year history of developing affordable and mixed-income housing, with over 17,000 units in 18 states and was recently named the fifth-largest affordable housing developer in the country in 2020.

Ulster County officials believe the project will unlock the site’s underutilized development potential and act as a catalyst for meeting the housing goals outlined in the City of Kingston 2025 Comprehensive Plan and the Ulster County Housing Action Plan.

The county, especially since COVID-19, has seen an influx of New York City residents moving upstate. The result is a red-hot real estate market that has also driven up housing costs, including rents.

D’Avella said the Golden Hill plan fits into the county’s affordable housing plans and addresses the “affordability crisis.”

“The Golden Hill project is one piece in the

Continued on page 5

September’s Breakfast Sponsor Will Be Nuvance Health

As Nuvance Health continues to transform healthcare in Ulster County and beyond, safe care remains our top priority.

The New York and Connecticut-based nonprofit healthcare system recently mandated its entire workforce to receive COVID-19 vaccinations no later than October 1, 2021. The policy paves the way for heightened protection to ensure the health and well-being of patients, staff and the community-at-large.

As regional infection rates rise, Nuvance Health urges community members to get vaccinated to stop the spread and reduce risk of severe illness or hospitalization. When visiting any of our locations, masks and social distancing are strictly enforced alongside entry-screening for risk factors such as fever and cough.

We continue to test eligible patients 72 hours prior to their surgery/procedure, and hospitalized COVID-19 patients are isolated from others. Our urgent care offices are also available to help you get quick, compassionate and convenient care for minor injuries and illnesses, as well as testing and treatment for COVID-19 if you are symptomatic.

For those recovering from COVID-19, the journey may be longer than others. The Nuvance Health COVID Recovery Program bridges a collaborative approach with a team of physicians to help you heal from lingering symptoms – such as loss of taste and smell, headaches, nerve pain, brain fog and body aches.

Across the Hudson River, Northern Dutchess Hospital continues to excel in bringing quality healthcare to the region, most recently earning its third consecutive “A” for patient safety from The Leapfrog Group and a five-star hospital rating from the Centers for Medicare and Medicaid Services (CMS) for quality patient care.

The hospital’s general and bariatric surgery program was named a Center of Excellence in Robotic Surgery (COERS) this summer by the Surgical Review Corporation, which recognizes surgeons and facilities worldwide for their defined standards of patient safety and quality of care across robotic procedures.

Dr. Lisa D. Curcio joined Nuvance Health in late 2020 to establish a breast surgery program at Northern Dutchess Hospital. The fellowship-trained breast surgeon specializes in both oncology and breast surgery, is a member of the hospital’s medical staff and sees patients for office visits at Nuvance Health’s Kingston Multispecialty Center, 1240 Ulster Avenue, Kingston.

Learn more about Nuvance Health services and important updates on COVID-19 at nuvancehealth.org and visit us on social media @NuvanceHealth.
UPCOMING CHAMBER EVENTS

September 15 | Noon - 5:00 pm
25th Anniversary Buy Local Expo
The Largest Networking Event of the Year!
Diamond Mills Hotel & Conference Center
25 S. Partition Street | Saugerties, NY
Open to the general public
FREE ADMISSION | FREE PARKING
Booth Registration: Contact Allison Costanzo
845.338.5100 x107 or Allison@UlsterChamber.org

September 21 | 7:30 - 9:00 am
Chamber Breakfast Meeting
Proposed Workforce Housing Project at Golden Hill
The Venue Uptown
503 Washington Avenue | Kingston, NY
$25 Members-Advanced Pay • $30 Members-At The Door
$35 Non-Members
Sponsor: Nuvance Health

September 28 | 5:00 - 7:00 pm
Networking Mixer
@ YMCA of Kingston and Ulster County
507 Broadway | Kingston, NY
Outdoors under tent
No charge for Members and Prospective Members
Reservations are required
Sponsor: Sunshine Smiles

October 21 | 5:30 Cocktails 6:30 Dinner
Business Recognition Awards Dinner
Diamond Mills Hotel & Tavern
25 S. Partition Street | Saugerties, NY
Join us to honor this year’s Award Recipients
Tickets $125 per person

Register for all Events (845) 338-5100
www.UlsterChamber.org
YMCA Gets Major Facelift

‘New’ Pool’s Official Opening At Mixer

If you haven’t seen the dramatic changes to the YMCA of Kingston and Ulster County yet, the Chamber’s next Networking Mixer on Sept. 28 is especially for you.

The Mixer, scheduled from 5:00–7:00 p.m. at 507 Broadway, will feature a ribbon-cutting for the YMCA’s newly renovated pool, which was closed for several months after an underground water main break. The Mixer sponsor is Sunshine Smiles.

Business leaders can also take tours and see the results of the $3.6 million in recent investments, including a brand-new pool, updated men’s and women’s locker rooms, finished landscaping and a new membership kiosk. Meanwhile, the gym floors have all been redone and now feature pickleball, racquetball and handball lines. There’s also new energy-efficient lighting and they have installed HALO-LED Air Purification Systems in wellness areas and group exercise spaces.

“We’re super excited to host the Mixer and get our community members back in our building to see all of the changes we have made and upgrades we’ve been working on,” said Kristyn Keller, the YMCA’s development and volunteer coordinator who is planning the mixer.

“We will be getting a tent and primarily holding the event right outside our main entrance, with our building as the background. That is where the food and beverages will be. We will be giving tours to our guests throughout the Mixer.”

Keller said the YMCA Farm Project’s stand will be open that night and selling fresh produce.

Business leaders will also get a chance to see the bike program the YMCA operates in conjunction with Bike Friendly Kingston. Bikes are donated, fixed, and then given to people who need transportation.

However, it was at the height of the COVID-19 pandemic that the YMCA really shined, serving as a food distribution center for restaurants donating food.

“Up to 12,000 meals a week were distributed out of the YMCA at the height of the pandemic,” Keller said. “We really pulled together and rallied to help the community.”

The YMCA also provided emergency childcare for Ulster County families of first responders and other essential employees who had to work during COVID.

“I hope this Mixer is a real eye-opener for the community to see what it is we actually do,” Keller added. “The YMCA does so much for the community.”

The YMCA, which marked 150 years in Kingston in 2016, describes itself as a private, not-for-profit, community-based organization that provides social, health, physical education and recreation services to the residents of Ulster County.

Besides its traditional gym and swimming memberships, the YMCA holds after-school programs in nine local schools and offers school-age childcare, health enhancement and fitness classes, summer camps and basketball leagues. Other offerings include educational enrichment programs (Science, Technology, Engineering, Art and Math & writing), farming/entrepreneurship programs, a learning lab for the National Science Foundation, scholarship programs for low-income youth and families and a host of live and virtual physical rehabilitation programs. Go to www.ymcaulster.org for a full list.

The YMCA of Kingston and Ulster County, located at 507 Broadway in Kingston, can be reached at (845) 338-3810 or www.ymcaulster.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.
Kingston, N.Y.—Howmet Fastening Systems, a company that employs 100 local people and makes fastening tools for a variety of industries, is the Ulster County Business of the Year for 2021.

“We are greatly honored to be recognized as the Business of the Year by the Ulster County Regional Chamber of Commerce and the Ulster County Economic Development Alliance,” said Eileen Larocca, the company’s Human Resources Manager. “As a member of the community since the 1940s, and our transformations from Electrol, Hucktrol, Huck, Alcoa, Arconic and now Howmet Aerospace, we continue to prioritize being a strong community partner.”

The company, a staple of the Ulster County economy, designs, manufactures, and assembles hydraulic and pneumatic power rigs and battery tools used to install fasteners in the aerospace and other industries.

Larocca also noted the company’s social conscience and involvement with a host of local fundraisers and projects, including back-to-school and coat drives. Howmet is one of eight businesses, business leaders and organizations that will be honored by the Ulster County Regional Chamber of Commerce and UCEDA at their 17th Annual Business Recognition Awards, October 21, 2021, at Diamond Mills Hotel and Tavern in Saugerties.

Chamber President Ward Todd said the awards annually recognize Ulster County business leaders, businesses and organizations that are leaders in their sectors, have achieved outstanding results, or shown dedication and commitment to furthering business and the quality of life in Ulster County.

The other Honorees include:

**Small Business of the Year:** 32 Partition/Seven21 Media Center. The Seven21 Media Center has been at the forefront of Midtown Kingston’s revitalization since 2006, but during the height of the pandemic, owners Jeremy and Dara Ellenbogen demonstrated an exemplary level of leadership and community engagement. Seven21 Media Center served as an important conduit for numerous organizations by providing technology services and expertise for Ulster County Government, Hudson Valley Economic Development Corporation, the Ulster County Regional Chamber of Commerce, Mohonk Preserve, New York Medical College, Access: Supports for Living and many others. Most of this work was done pro bono. Jeremy and Dara also purchased an abandoned 1890 church at 32 Partition St. in Saugerties in January and are transforming it into a state-of-the-art business center.

**Business Person of the Year:** Renae Martin of Lilly Rae in the Hamlet. The pathway to Renae Martin’s career began when she researched and developed her own line of essential oils. As demand for her oils increased, she opened Lilly Rae in the Hamlet and was soon making custom orders and started a growing and successful skin-care business. Lilly Rae quickly became known for offering a host of locally sourced products including jams, salsas, biscotti, maple syrup, tea, honey and so much more. Renae serves as President of the Highland Business Association and was a recipient of the Best of Hudson Valley Awards.

**Hospitality Business of the Year:** Courtyard by Marriott Kingston. The preferred spot for visitors to Ulster County to stay and vacation for the past 15 years, the location has undergone extensive renovations including a lobby renovation and now features a comfortable Bistro and Starbucks Cafe. The Courtyard by Marriott is also recognized community partner and has graciously allowed the Chamber and other community groups to host events in their meeting rooms.

**Commitment to the Community:** Boys and Girls Club of Ulster County. Started as the Kingston Boys Club 72 years ago, the club offers the most underserved, disadvantaged, and at-risk children in Kingston a safe place to play and achieve success. It’s where they get a hot meal, do homework, learn art, history, and dance, and how to get along with their peers and adults.

The **Heritage Award:** J & J Sass Electric. The company was started in 1973. Jack and Jim Sass had worked for Joe O’Connor Electric for several years and took over the business when he retired. By 1985, the growing company saw the retirement of Jack Sass, but the next generation came forward when James Sass Jr. joined the family business. Father and son continued to oversee a growing business, which added Jessica Sass and James Sass III in 2014.

**Emerging Young Leader:** Stephen Kennedy of Turn Up the Beet. Kennedy is the owner of the fresh-pressed juice and acai bowl smoothie shop on Broadway in Kingston. Described as mature beyond his years, Kennedy balances his growing business and young family with his community involvement, while providing healthy alternatives near Kingston High School.

**Len Cane Heart of Ulster County Award:** Tommy Keegan – Keegan Ales (posthumously). Keegan, the colorful former owner of Keegan Ales in Kingston, died in April, but his spirit lives on at the Midtown brewery he founded. Keegan was instrumental in starting the local craft beer industry long before it was popular. He also had a heart for his community and was involved in many local philanthropic endeavors, including helping People’s Place and numerous other not-for-profit organizations, including the Ulster Chamber.

“The Chamber would like to congratulate all of the recipients and offer special thanks to those who provided the nominations and the independent panel for the final selections. These Best of Ulster County awards are peer-driven and an excellent way for the business community to recognize outstanding efforts,” Todd said.

The awards presentation takes place at Diamond Mills Hotel and Tavern in Saugerties, starting with a cocktail hour at 5:30 p.m.

For more information about this year’s celebration, call (845) 338-5100 or visit the Chamber website at www.UlsterChamber.org.

Sponsorship opportunities are also available. They include Premier ($3,500), Platinum ($2,500) and Diamond ($1,500). Those wishing to sponsor the event can contact Ward Todd at (845) 338-5100 (Ext. 101) or email Ward@UlsterChamber.org.
county’s response to that crisis by providing 160 units of affordable and workforce housing to the Kingston and Ulster County community,” he said.

The current plans—subject to change through community input—call for 80 units of senior housing and 80 units that are affordable at a range of 30 to 130 percent of area median income. Apartments offering one to three bedrooms will be available.

Meanwhile, the neighborhood will include a 5,000-square-foot community building, a fitness center, health service programming, open space, a playground, on-site parking, and connectors to the Empire State trail network.

All buildings will be constructed to high efficiency levels, utilizing advanced heating and cooling technologies and incorporating rooftop solar wherever possible.

Ryan, when Pennrose was selected last year, welcomed the project.

“The day-to-day public health challenges of COVID-19 have helped reveal some of the challenges that we have always known were there; now more than ever we must respond to the longer-term impacts of the pandemic,” Ryan said. “Frontline workers, working full-time to serve and protect us, should be able to afford decent housing. It is not enough to just thank them; we must take care of them like they take care of us.”

“The selection of a developer for this project is a major step towards allowing Ulster County to support those who have heroically served and supported us.”

Chamber Breakfasts 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 www.UlsterChamber.org. Following CDC and Ulster County Health Guidelines, all attendees should wear masks until seated and may be asked to show proof of vaccination.
Pyramid Brokerage Marking 50 Years

A Commitment to Excellence, Integrity, Quality

Today, Cushman & Wakefield/Pyramid Brokerage is aligned to do business globally and dominates the upstate New York commercial real-estate market. It’s a success story that was a half century in the making.

On the way to celebrating its 50th anniversary, Pyramid has experienced considerable growth and change, beginning in 1971 when Joseph T. Scuderi founded the firm in Syracuse. Initially, it was both a residential and commercial real estate services company. Shortly thereafter, Scuderi decided to close the residential offices and focus entirely on commercial real estate.

His mission was to differentiate Pyramid from competitors that were both residential and commercial firms. Focusing strictly on commercial real estate allowed Pyramid to become the biggest and best in the market. John Clark, first sales manager and then president, provided the leadership to help accomplish that goal.

“Our mission has always been to be the superior supplier of real estate services and information with an absolute commitment to ethics, integrity, and quality ... where the client’s interest is best served,” Clark said. “Our vision has always been to experience significant growth in market share, providing a consistent profit by being the dominant commercial real estate services firm in all target markets.”

After becoming the most dominant firm in the Syracuse market, Pyramid decided to expand across Upstate New York. It now has 10 offices and more than 120 real estate agents supported by an extremely effective and experienced management, marketing, research, and support team.

In 2007, Pyramid acquired Upstate Commercial in Kingston and Cervone/Scandinavian Real Estate in Poughkeepsie. Stephen Perfit, Founder and President of Upstate Commercial, became Executive Managing Director. The two firms were ultimately merged and relocated to Newburgh. Robert Scherreik, previously with a competitive firm, succeeded Stephen Perfit as executive managing director.

That same year, Pyramid became a member of the Cushman & Wakefield Alliance, a global provider of commercial real estate services with 400 offices and 53,000 employees and agents.

“Pyramid has cultivated great leadership that in turn draws great people who come to Pyramid for a career and stay for the culture,” said Linda O’Neil, a 30-year vice president.

Becoming a member of the Cushman & Wakefield Alliance provided best in class global marketing and research resources, and outstanding training programs and materials. It also gave Pyramid access to experienced and talented people to help win and manage new business opportunities.

“Pyramid Brokerage offers its agents the opportunity to speak with the authority of a global platform, while working in nurturing environment of small, cohesive, community-based offices,” said Maureen Wilson, a 34-year vice president.

Pyramid services all market segments—retail, office, industrial, investment, hospitality—as well as impaired asset services. It provides a full line of services to serve these market segments, including seller/landlord representation, tenant/buyer representation, site acquisition, consulting, lease administration, project management, facility management, receivership and marketing and research.

“We will provide superior customer service, align with effective strategic partners, capitalize on related opportunities, and leverage human and financial resources,” said Robert Berkey, chief operating officer. “Our value proposition has always been ‘We help clients maximize the value of their real estate.’ We are also very proud of our culture that is team-based, open, collaborative, community involvement with each and every one within the organization having a sincere and genuine interest in the success of the company, and the success of each other.”

“We want to take this opportunity to thank our many, many customers and clients,” Berkey said. “It’s you that are truly the reason for our success. Our deepest and most heartfelt appreciation goes to you for your patronage. We look forward to working with you and all in the future as we look forward to another 50 years of success.”

Cushman & Wakefield/Pyramid Brokerage, located at 356 Meadow Ave., 2nd floor, Newburgh, N.Y., can be reached at (845) 522-5900 or www.pyramidbrokerage.com.
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Torr International Services, LLC
Ulster County Farm Bureau, Inc.
Van Deusen House Antiques
Vaz-Co Reclaiming Service
Vecc Videography
Volunteer Firemen’s Hall and Museum of Kingston NY
Webjogger
Woodhouse Wealth Management

Anniversaries:

50 Years
Sawyer Savings Bank

35 Years
Hudson River Maritime Museum

15 Years
Brad's Barns & Italian Kitchen

10 Years
Perfect Flow Inc.
Vaz-Co Reclaiming Service

5 Years
Hudson Valley Startup Fund
Saugerties Pharmacy LLC
Van Deusen House Antiques
Volunteer Firemen’s Hall and Museum of Kingston NY

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For information on Chamber Membership, email Jess Davis at Jess@UlsterChamber.org

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Owner, Adriana’s Bridal

The Ulster County Regional Chamber of Commerce is pleased to announce that we will be producing the 2022 “Keep it Local” Community Resource Guide & Membership Directory during the next few months.

Advertising opportunities are now available! Working in partnership with ColorPage Marketing & Publishing Services, the guide will be published and ready for distribution in December 2021.

To Reserve Your Ad Contact Tia Blaber
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