Healthy Optimism  
MAC Fitness First Mixier Of 2022

April’s Breakfast Sponsor is Sawyer Savings Bank

The dark winter grips by COVID-19 has been tough on us all, and our local businesses are no exception. Business leaders are rallying. Holly Show, owner of MAC Fitness at 378 Plaza Road in Kingston, is one of them. She has been offering new classes and locally and your lungs are reinvigorated back into your community. We all need this excitement in our lives. It’s hard to imagine, but there are people who can’t do things until now. So, she doesn’t sit right with any of us. We all grew up with Sawyer Savings Bank. It’s been a part of the community for over 20 years. It feels like home. Sawyer’s has been a part of our community in such a large way resonated with the Board of Directors. She asked for the honor of donating $150,000 to local non-profit organizations. The bank is in the process of forming its very own community foundation.

Sawyer Savings Bank is in the process of installing technology, Sawyer Savings Bank is in the process of installing energy efficient rated appliances, attic or basement insulation projects, geothermal heating, solar panels, and more. With a commitment to keeping its community healthy, Sawyer Savings Bank continues to innovate with its products and services, giving back to the community that has supported the bank for over 40 years.

Sawyer Savings Bank is also proud to support the Chamber of Commerce and the Chamber’s monthly membership breakfast event, scheduled from 7:30 to 9:00 a.m. April 28 at 338 Plaza Road, Kingston. Sawyer Savings Bank is also a proud Underwriting Sponsor of the event.

For more information on Sawyer Savings Bank, visit www.sawyersavingsbank.com.

Charitable Foundation The Sawyer Savings Bank Charitable Foundation is focusing on education and career development opportunities throughout our communities. Sawyer Savings Bank is a proud supporter of several non-profit groups, institutions, schools, and organizations who are dedicated to helping members of our community achieve their goals. Sawyer Savings Bank is proud to support the Chamber of Commerce and the Chamber’s monthly membership breakfast event, scheduled from 7:30 to 9:00 a.m. April 28 at 338 Plaza Road, Kingston.

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Let’s say you work as an administrative assistant. You’d like more responsibility and increase your chances of being promoted but going to college full time to enhance your career is not possible.

You can go to conferences and webinars to gain more skills, but a more timely and cost-effective solution is “microcredentials”— short programs that provide relevant skills needed to today’s marketplace. SUNY Ulster in Stone Ridge now offers 14 different microcredentials that can give you the skills to keep up in your field.

“The juice behind microcredentials is that they are a very quick way for people who are looking for new skills to gain those skills,” says Deborah Kaufman, director of marketing and media services for SUNY Ulster. “They work well with workforce development. They were created with regional careers in mind and are in areas that our regional businesses need workers.

These are programs that are aimed at adult learners,” says Kaufman. "They work well with workforce development. They were created with regional careers in mind and are in areas that our regional businesses need workers.


“Those are all areas that regional businesses have said they need skilled workers,” Kaufman said. “Our certifications and microcredentials were specifically designed with the region in mind.”

Once someone completes a microcredential, they are awarded a digital badge that can be attached to a resume or LinkedIn account. The microcredential classes are also “stackable,” meaning the credits count toward someone going on to earn a certification or associate’s degree.

The SUNY Ulster website (sunyulster.edu) touts a study published by Northeastern University showing that almost half of employers report they have increased the level of education preferred or required for the same job roles over the past five years. Meanwhile, the employer value of credentials has increased by 48 percent over that same time.

“In an age where job practices and processes are evolving constantly, microcredentials are effective for remaining competitive and expanding areas of expertise,” the website reads.

For more information about microcredentials, call (845) 338-0396 or email esc@sunyulster.edu. You also can go to sunyulster.edu/academics/microcredentials.php.

Better Your Future With ‘Microcredentials’ SUNY Ulster Boasts 14 Different Offerings

SUNY Ulster is a two-year community college with a full-time enrollment of about 2,000. Full-time tuition is only $2,440 per semester. BestColleges.com recently ranked SUNY Ulster the No. 1 community college in the state (for 2020 and 2021) based on its academics, affordability, and other factors.

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For more information about microcredentials, call (845) 687-5022 or email esc@sunyulster.edu. You also can go to sunyulster.edu/academics/microcredentials.php.

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We Got the Juice, the trendy juice bar that is all the rage in Midtown Kingston, has had quite a journey to its present success. Owner Liz Baker said the storefront space at 694 Broadway opened in 2015 as a place for her artist husband, Joseph LaLima, to create and for members of the community to have studio space to display and showcase their art. “We both grew up in Midtown and we wanted to find something right in this neighborhood,” Baker said. “We took the chance.”

By 2019, Baker said, “art wasn’t flying off the wall.” “We had to do something to keep the doors open. We didn’t charge for people to showcase their art,” she said. “We put a juice bar in and have been there since that time.”

That something was opening We Got the Juice, a juice bar offering healthy food and drink options to accompany the art space. The business was open for about a year before COVID-19 hit, forcing a yearlong shutdown. We Got the Juice reopened last December and has been one of Midtown Kingston’s busiest businesses ever since.

“We’re in an underserved area, so we promote healthy eating,” Baker said.

The business, with a theme of “Nurturing Your Mind, Body & Spirit,” offers juices, fresh fruits & vegetables, smoothies, wraps, salads, as well as vegan and gluten-free options and even breakfast. The best-selling items are Charily’s chicken wrap and avocado toast.

“We got our menu on social media,” she said. “A lot of people depend on that Facebook page for places to eat.”

Another huge boost for We Got the Juice was joining the food delivery service DoorDash. “It’s really been our social media and word of mouth,” Baker said. “We’re trying to get traffic. Since we’ve opened back up, it’s picking up a little bit.”

“Just our vibe here, to be honest. Everybody that comes in says we have a good vibe. The energy is good. It’s upbeat. It’s community-based. It’s like a family more than a business. The customers that come in are like family to us.”

Baker runs the business with just one other employee. A 1987 graduate of Kingston High School, Baker, and her husband have deep roots in Midtown. “Where I grew up, so I get to see the people I grew up with. Their kids and grandkids come in. I just love it because it’s like family. I’m connected to the community I grew up in.”

“We’re connected to the people and families I grew up with,” Baker said.

Baker believes Midtown Kingston can make a comeback without the gentrification that has hurt so many communities. “Things can only get better. We came in at a time when nothing was here and it’s only gotten better. So, I’m excited. I just don’t want them to push the outside in.”

We Got the Juice still displays art and a small studio space upstairs, where young people sometimes create music. It’s also not uncommon for young people to put a speaker outside and play an impromptu jam session. The business also offers nights for spoken word and games.

“We urge people to come in and say hi,” Baker said. “We love people, and we love our community.”

We Got the Juice is open 10 a.m. to 6 p.m. Tuesday, Wednesday, and Thursday, 10 a.m. to 7 p.m. Friday and Saturday, and 10 a.m. to 3 p.m. on Sunday. They are closed on Monday.
These Members Have Renewed

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20 Years

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5 Years

ADC

100 Years

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25 Years

Avon, Dina Zager

30 Years

Berkshire Hathaway HomeServices/Hudson Valley Properties

50 Years

Brickyard Pizza

100 Years

Dina Zager

This document contains various business listings and information about local businesses, organizations, and community events. It also includes contact information for business leaders and details about the services and products they offer. The document is a snapshot of the local business community in Ulster County, highlighting the diversity and strength of local enterprises.