

Chamber News

Strengthening A Partnership With Business Leaders SUNY New Paltz President Breakfast Guest

Talk to Dr. Darrell P. Wheeler, the new President of SUNY Paltz, for even a few minutes and it's clear he wants to expand the traditional "town and gown" relationship to include partnerships and collaborations throughout Ulster County.

The ninth president in the university's history, Dr. Wheeler will address the Chamber's next breakfast meeting on Nov. 15 at the Wiltwyck Golf Club, 404 Steward Lane in Kingston. The breakfast, scheduled from 7:30-9:00 a.m., is sponsored by Woodland Pond at New Paltz.

"What we're happy to talk about is the value of having a higher ed institution like SUNY New Paltz in the county and the region," says Wheeler, who became President in July 2022.

SUNY New Paltz is the top employer in Ulster County with about 1,700 full- and parttime employees. Meanwhile, the university generates \$388.2 million in economic activity and 3,317 jobs in the Hudson Valley each year; those figures increase to \$439.4 million and 3,853 jobs when you look statewide, according to the latest Economic Impact Statement prepared by SUNY New Paltz.

The university, employees, students and visitors also spend \$231.8 million in the Hudson Valley and \$252.1 million in New York State each year, per the study.

Wheeler said he would share more stats like those at the breakfast, but he also wants to talk about "opportunities for the diverse members of the Chamber to think about ways of partnering with SUNY New Paltz in ventures that would be of interest to them and a value to

the county."

Offering internships to students is a natural partnership, Wheeler said, since "we produce students who are already serving the community in a vast array of collaborations."

Just having a university nearby is not only an incentive for families to settle in a region, but helps in "securing extra mural funds," Wheeler said.

"So when we go after grants as a region, having an

active collaboration with community partners and higher ed is a plus," he said. "We know that in thinking about infrastructure and economic development, partnerships with academic institutions have been shown to produce positive outcomes.

"If you think of issues of air, land, space and water, where you have higher ed institutions with engineering and health-related activities, when they partner with the community, they actually fare better in terms of coming up with innovative and creative ways of addressing both local and global needs." Wheeler said the business community

could help SUNY New Paltz by "being active partners in germinating ideas for areas of critical inquiry, investigation or impact."

"Water is an important issue," the president said. "How can we partner to make sure we're

Dr. Darrell P. Wheeler

optimizing use and getting it where it needs to go? Health care is critical to the vibrancy of a community. How are we partnering to make sure there is quality and equitable health care in the region?" Wheeler also

SUNY New Paltz's history as a normal school to train teachers. "We know we see too few

schoolteachers in our school systems," he said. "How can we collaborate to increase the likelihood that there are

highly qualified instructors there to meet the educational needs? Those can be partnering activities between business, corporations, the university and the users of services."

Wheeler comes to SUNY New Paltz after serving as provost and senior vice president for academic affairs at Iona University. He also has held academic posts at the University at Albany, Loyola University Chicago, Hunter College, CUNY, Columbia University and the University of North Carolina at Greensboro.

A veteran of the U.S. Air Force, Wheeler hopes his first address to business leaders spurs "ideas for further collaborations" and an appreciation of SUNY New Paltz as a "valueadded resource to the community, while also continuing to serve as an economic driver that is essential for the region."

"I'm very much looking forward to the

November **Breakfast November 15**

7:30-9:00 am Wiltwyck Golf Club

404 Steward Lane Kingston, NY



breakfast," Wheeler said.

Chamber Breakfast Meetings are a great way to stay on top of current events and connect with other local business leaders. Reservations are required. Tickets are \$30 in advance and \$35 at the door for Chamber members (\$40 for non-members.) For more information, contact the Chamber at (845) 338-5100 or go online at www. ulsterchamber.org.

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Great Place to Work based on a survey of it's more than 265 employees in December of 2022, and was formally commended by Governor Andrew Cuomo for their superb response to COVID.

Why Woodland Pond? Their mission says it best. "Opportunity. Care. Connections." Three simple words that say so very much about what life at Woodland Pond provides. Woodland Pond builds on a set of simple, fundamental values to ensure that the lives their residents lead are rich and fulfilling — personal engagement; communication and transparency; accountability for their actions and responsibility for their choices; person centered care; and a commitment to actively fostering personal growth. Woodland Pond offers all of this in a safe environment of dignity, honesty, ethical integrity, inclusivity, and respect. And all of this is enlivened by the natural beauty and cultural richness of the Hudson Valley. The residents, staff, family, and friends of Woodland Pond embrace life, and show everyone that crosses their thresholds exactly what it means to be experiencing retirement at its best. Woodland Pond is full with waiting lists and actively exploring options for expansion.

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Go Red For Women Nov. 16 American Heart Association Raising Awareness

Cardiovascular disease is the leading killer of women, and the Hudson Valley American Heart Association is on a mission to

The group's Go Red for Women luncheon this year is from 11 a.m. to 2 p.m. on Nov. 16 at the The Culinary Institute of America, 1946 Campus Drive in Hyde Park. Everyone is

encouraged to wear red. "Go Red for Women educates women about cardiovascular disease, the No. 1 killer of women," said Valerie Ubriaco, development director. "What is extremely important about the

event is we're raising awareness and we're celebrating women. The Go Red for Women movement has educated millions of women about cardiovascular disease since 2014, but research shows that younger women and women of color are not aware

that this threat is real.



to walk hand-in-hand with women through every age and every stage as a trusted health partner.

"We are also working tirelessly to accelerate science, advance public health policy, and engage more women in research and STEM.

Among the speakers will be survivor Penny Schouten, who suffered a heart attack over the course of a week and didn't realize it. She works on a farm and was told by people that she didn't look well and to lie down. When she took someone else to the hospital, a nurse red-flagged her condition.

"It happens with women all the time where we say, 'Oh, maybe it's stress. Maybe nothing is wrong.' It's really important to go seek out that help and really push for yourself when you

(Chamber of Commerce

know something's not feeling right," Ubriaco said. The keynote

speaker will be Karen Turvey, a nurse practitioner for Nuvance Health. Marino in the Morning with Marissa will emcee the event, which also features silent vendor booths, a demonstration CPR hands-only and blood pressure

checks. The luncheon



will also feature a celebration of the Women of Impact, a 9-week peer-to-peer fundraiser. Jess Davis, the Chamber's director of membership, was one of the honorees last year.

The American Heart Association marks its centennial next year

as an organization and has been active locally, including teaching Chamber members.

"Locally, we have been working with businesses and communities to get everyone hands only CPR trained," Ubriaco "We want to change bystanders into lifesavers. We have also been working with our supporters to provide free blood pressure checks. That's a really big push for us, especially with

what happened to Hamlin of the Buffalo Bills.

"It really can happen to anyone, even if you are in the healthiest of conditions. Anyone can go into cardiac arrest at any time so it's crucial that we train people and show them the importance of hands-only CPR. It only takes two steps to save a life."

Ubriaco said the organization has been holding community conversations on heart health in the Hispanic community. The American Heart Association's annual Heart Walk is every April. Meanwhile, Ubriaco said the Chamber has been helpful in

connecting the American Heart Association with the public. "Just having the opportunity to network at the Mixers and really connect with people and see what their connection is to heart health or heart disease has meant a lot," she said. "A lot of people I talk to have a parent or a grandparent or maybe even a child that has been affected by heart disease, so it's nice to

For information on tickets to the Go Red for Women Luncheon, go to www.HudsonValleyGoRed.Heart.Org. The Hudson Valley American Heart Association can be reached at (845) 867-5379 or www.heart.org.

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connect with people in that way."

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Artisian Beauty Bar Growing

Second Salon Opens In Uptown

Famed salon owner Peter Coppola once quipped that "life is more beautiful when you meet the right hairdresser." Add to that the hairdresser who uses Aveda products exclusively, and you've just about found nirvana.

That's what hundreds of locals have discovered in the hands of Eden Selle, owner of Artisan Beauty Bar with two locations in Kingston—10 Abeel St. and the newest at 284 Wall St. She opened the Downtown salon in December 2019 and made waves in local hair circles as clients discovered her services ranging from coloring and cutting to lashes and brows.

Word quickly spread that the business was an Avedaexclusive salon and that the owner truly cared about her clients' well-being. Not only that, but she had introduced services like a "blow-out bar" and little extras like a hand massage while getting your hair done. Of course, it didn't hurt that clients left with Instagram-worthy heads of gorgeous hair.

That led to Selle's opening the second salon in Uptown Kingston this past July—again to more accolades and an ever-

"My plan was always to be a salon owner, so I worked my way there," Selle said. "Ultimately, I wanted to create a safe space for stylists to work and an environment where people could feel good about themselves."

She credits her success in large part to her belief in the Aveda line of natural, vegan and eco-friendly hair and skin-care

"It's organic and more holistic," she said. "The products are safe to inhale for me and my clients. They're made from recyclable materials. For me, that was important because we end up throwing so much away. Every single thing about Aveda is recyclable, even the packaging. The whole company is run on

wind power. I just think our health and beauty go hand-in-hand, and it was important for me to pick a line that I believed in."

Aside from that, Selle labored hard to get where she is today. After completing the Ulster BOCES Cosmetology program, she worked at salons in Kingston and then moved to the South, where she was introduced to Aveda products.

"I took as many education classes as I could," Selle said. "I wanted to fill my head with as much information as I could—all the while, hoping to one day open a salon of my own."

Once she moved back to New York, she landed a job as a corporate salon manager and learned how to grow a business and lead a team.

'That was very beneficial to my journey here," Selle said. "Along the way, I made notes on my phone, and when it came time, it just fell into place because I'd been chipping away at it over the years."

Selle, a master colorist and stylist with more than 10 years of experience, said Artisan Beauty Bar employs 12 stylists between the two salons. They work in a tier system, and the stylists' prices reflect where they are in their career, Selle said. "That's good for us and for the customer. Our stylists are able

to earn promotions based on growth. I coach them to grow and be independent.' As it stands now, wedding hair and makeup services are a big part of the business, while balayage coloring and blow-outs are

among the most booked services. "We've consistently gotten good reviews," Selle said. "People are very receptive to our services and just the variety of things

Selle looks at it all with an enormous sense of pride, especially since she managed to make it happen as a single mother.

"I think it's important for other women to know that they can achieve their dreams no matter what. I have three daughters, and they've been with me through the whole process. I think they're really proud of me, and to me, that means everything."

Artisan Beauty Bar is at 10 Abeel St. and 284 Wall St. For more information, go to artisanbeautyny.com.

Former Saugerties Chapel Sees Resurrection

Music, Culture, Community At The Local

A former house of worship in Saugerties has been born again as a year-round music venue and community space, and those behind it have great expectations that it will once again unite people in an uplifting way—this time, through the arts.

Danny Melnick and Isabel Soffer, performing arts professionals for more than 30 years, debuted The Local at 16 John St. over the summer with a Chamber of Commerce ribboncutting and have hosted world-class concerts at the one-time Dutch Arms Chapel since September.

"We believe music brings people together and that healthy communities have music and culture in the center," said Soffer, a nationally known arts advocate, who co-founded Hudson Valley Live with Melnick. "We believe that this will bring economic benefits to Saugerties and to the area, but for Danny and me, who have been doing this for so long, it's really about bringing people together through music and culture.

"And it's about musical discovery, and it's bringing something to this area that isn't here right now in a really natural way. We live here and raise our families here. We love it here. For us, it's a way of doing projects that we would normally be doing in other places, here in the Hudson Valley.'

Soffer and Melnick have just the right credentials to pull it off

Melnick, a world-renown concert and festival presenter and president of Absolutely Live Entertainment, paired up with Soffer, a producer of several Grammy-nominated albums and co-founder and director of globalFEST, during the pandemic, brainstorming ways to bring the music and artists they had worked with to Ulster County.

"It just made sense to work with Danny," Soffer said. "In the beginning, it was just a dream and an idea, but as it got closer, we realized how important it was and what kind of an impact it

First things first, they poured significant resources into the project. A big part was repurposing the neo-Gothic chapel built in 1876, which had also served as a coffeehouse in the 1960s and later the Seedling Nursery School and Giant Steps Nursery School, into a multi-arts venue and community center.

Renovations included uncovering many of its original features such as the stained-glass windows and removing a 9-foot drop ceiling and tearing out the linoleum flooring. They also installed a sound system and new lighting and plumbing and made the building ADA-accessible.

While The Local has so far featured acts like the Wazumbians, an afro-pop act from Ghana, Tablao Flamenco's award-winning dancers, vocalists and guitarists, and Jazz with the Julius Rodriguez Quartet, Melnick and Soffer are planning even bigger things in the months ahead.

"We're really bringing top artists from all over the world here to Saugerties and the Hudson Valley and trying to create a music scene that doesn't currently exist here," Soffer said. "We have experiences and traditions that are not performed up here ... and there is no space for this type of music currently.'

Down the road, they envision The Local being used for art galleries, rehearsals for theater companies and musicians and as a venue for classes and even dance parties.

Soffer and Melnick joined forces with the Chamber early on



and already are realizing the benefits.

'We're excited about belonging to the Chamber," Soffer said. "We're a small business, and we need a lot of help and support, and we hope being more connected to the Chamber will lead us to great collaborations and ideas. It's really important for us. We're not a non-profit. We're a small, independent business.'

As the pair looks to spread the word about The Local, the focus remains on building up the local scene through the richness and

"A healthy community includes the arts," Soffer said. "This has been studied by numerous organizations all over the world that arts are important just like sports and commerce. The arts are also an economic driver for communities. We really look forward to different types of relationships with businesses and to be able to help other businesses and for other businesses to help us. We all need each other."

The Local, 16 John St. in Saugerties, can be reached at



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ULSTER COUNTY CHAMBER NEWS

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Wednesday November 8 | 5:00 - 7:00 pm

Ulster Women in Leadership Special Presentation and Mixer

Bearsville Theater | 227-297 Tinker Street | Woodstock, NY Network with other professionals, listen to Lizzie Vann's story followed by a Q&A, then network some more!

Register online @ UlsterChamberFoundation.org

Wednesday November 15 | 7:30 - 9:00 am

Chamber Breakfast Meeting Dr. Darrell P. Wheeler, President of SUNY New Paltz

Wiltwyck Golf Club | 404 Steward Lane | Kingston, NY \$30 Members-Advanced Pay • \$35 Members-At the Door \$40 Non-Members

Sponsor: Woodland Pond at New Paltz

Wednesday December 6 | 5:00 - 7:00 pm

Networking Mixer @ Ole Savannah Southern Table & Bar

100 Rondout Landing | Kingston NY There is no cost for Members and Prospective Members.

Reservations are required. **Sponsor: RUPCO**

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Wednesday December 13 | 7:30 - 9:00 am

Chamber Breakfast Meeting 'Give Local for the Holidays' People's Place | Boys and Girls Club RYAN (Raising Awareness About Narcotics)

The Venue Uptown at the Best Western Plus 503 Washington Avenue | Kingston, NY \$30 Members-Advanced Pay • \$35 Members-At the Door \$40 Non-Members

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More Info and Registration UlsterChamber.org Questions (845) 338-5100

Chamber**News**

The official publication of the Ulster County Regional Chamber of Commerce is a special advertising section to the Daily Freeman, PO Box 4470, Kingston, NY 12402 – A Media News Group publication

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Category: Art Galleries

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