

Unprecedented Demand: Alpin Haus Acquires Additional Pool Company to Service Customers

By Joanne E. McFadden

The COVID-19 pandemic, with its lockdown and travel restrictions, has caused homeowners to become laser-focused on making their homes prime places to play and relax. For the residential pool industry, that meant that demand for in-ground and above-ground pools skyrocketed.

Alpin Haus, an outdoor recreational dealer who has been in the pool industry since 1967, expects the company’s 2021 season pool sales to be double those of 2020. “It just has never happened in our history to have that much demand,” said president and co-owner Andy Heck. “It’s unbelievable, he said, noting that sales of recreational vehicles, skis, and boats continue to be very strong as well. Alpin Haus has six store locations in New York and New Jersey; the Clifton Park and Highway 30 in Amsterdam locations provide sales and service for pools.

When Fred Olbrych of School House Pools, Alpin Haus’ longtime



The Alpin Haus pool division.

friendly competitor, approached Heck about selling School House Pools’ residential service division late last year, it made sense to him. They began talking in December, reached an agreement in January, and closed the deal in early February, announcing the sale on March 4.

The acquisition comes at a good time for Alpin Haus. “Demand has been so strong, especially because of the pandemic,” Heck said. Alpin Haus retained all of School House Pools’

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What Sharon Likes Launches Third Season

By Joanne E. McFadden

Before Sharon Longlois opened a high-end antique store in Ravena in 2011, she spent a great deal of time thinking about what she would name the business. “I wanted it to be something that it could be anywhere,” she said. She filled the 5000-square-foot space with an eclectic mix of items

that she selected carefully. “It was usually things that I like,” she said, noting that she sought out high-quality items that were in good condition. So, she decided to call her business “What Sharon Likes.”

After closing the antique store several years ago, she continued to sell them on the side and rent booth space

in other antique stores. In 2018, Fulton County and a new business venture beckoned. Longlois and her husband, Charles Longlois, began searching for property to purchase. It took them about a year to find a property that suited both their residential and business needs, with a store on the same property as a home. “My commute is walking across the

See Sharon, on page 5



What Sharon Likes is located just outside the entrance to Northampton Beach State Campground.



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providing our members with resources to enhance their
organizations and our local communities**

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Fulton Montgomery Regional Chamber of Commerce
 2 N. Main Street, Gloversville, NY 12078
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Letter from the President

New York State has established ambitious clean energy targets and meeting these goals requires the construction of new sources of power like wind and solar. Communities that take advantage of this new economic development activity will benefit from job creation, new municipal revenue, and support for farms.

With the right mix of infrastructure and open space, our region is uniquely positioned to capitalize on this opportunity. The High River Energy Center that was recently approved demonstrates how these benefits can be delivered to our towns, school districts, and counties.

Businesses gravitate to this area due to its proximity to the thruway, and a clean energy investment is drawn to areas with the right electrical infrastructure. The 115 kV transmission line that passes through the towns of Amsterdam, Florida and Mohawk in Montgomery County is a perfect example.

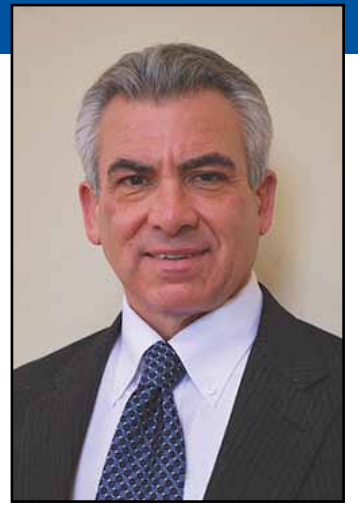
This economic resource is a reason why facilities like the High River Energy Center have been proposed here. The investment is substantial as the project has a \$13 million budget for local New York expenditures during construction. This budget includes \$9.8 million for labor alone that will produce a significant number of jobs. This comes at an ultimate time, as many are looking for opportunities to get back to work.

The construction of solar projects in our area will also provide local workforce with on-the-job training. This experience can be used across the region and New York State, to help meet clean energy goals.

Using the High River Energy Center as a reference is instructive. This 90 MW facility will create 87 full-time equivalent jobs during construction. Once operational, the project will hire three to four local employees.

Solar energy development also delivers needed revenue for our communities. In many cases, this revenue is provided through a Payment in Lieu of Taxes agreement. These agreements provide our communities with a reliable source of income that is far greater than revenue currently produced by the land utilized for a project.

In the case of the High River Energy Center, the project is expected to provide approximately \$11.4 million in new revenue over the project's 20-year life. Once operational, High River will immediately contribute 20 times more per acre in property taxes to the Town of Florida, Montgomery County, and The Greater Amsterdam School District compared to what is currently paid today.



Mark Kilmer
President/CEO

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Alpin Haus, continued from page 1

employees after the acquisition. Having new employees who are already fully trained in the pool industry, one that takes “some intimate knowledge,” is a great asset for Alpin Haus. “They really know the pool industry inside and out,” Heck said.

“With our team and their team, we’ll have a lot more resources to really do things,” he said, noting that this will elevate Alpin Haus’ business in both pool service and installation. He pointed out that challenges due to weather, illness, or other complications will be easier overcome with more skilled employees. “We’ll be able to be more flexible and step up and help customers and help our team better,” Heck said.

Business flow for the pool industry is traditionally uneven, with sales heating up in mid-March until around July 4 and tapering off in the fall and winter. Like other businesses, Alpin Haus had to shut almost all of its operations down from mid-March 2020 through the end of May. The RV service department was deemed essential and able to operate, but it was not until the beginning of June that the company was able to bring back all the employees who had been fur-



Andy Heck, president and co-owner of Alpin Haus

loughed and start curbside pickup services and virtual or by appointment only sales. Since reopening, Alpin Haus has been trying to hire more employees to keep up with demand. “Every division of ours has been amazing,” Heck said. “The demand right now is stronger than the supply, which is going to be a challenge all year long.

That is why the acquisition of School House Pools, which afforded Alpin Haus an additional set of highly skilled and experienced employees, is particularly beneficial right now, for both the company and its customers. It will help Alpin Haus meet the increased de-



The Alpin Haus pool division crew in the field.

mand for pools that has resulted in homeowners “cocooning” in their homes because of the pandemic. “Once business opened back up last year and people stopped traveling, all of a sudden, we got busier and busier,” Heck said. “A lot of people have changed homes or decided to invest in their backyards. A pool is a great investment without having to travel, and we’re certainly a great beneficiary of that.” Currently, the company is sold out for 2021 for both inground and above-ground pools and is selling pools for 2022.

Alpin Haus experienced other growth in January 2021 when it acquired a competing RV sales and service provider, Garick RV in Oak Ridge, New Jersey, marking its first expansion outside New York State. “It’s definitely uncharted territory for us,” Heck said. “It’s been going great now that we’re a couple of months into

it.” The company is also planning to build a new store in the Middleton area that will replace its Port Jervis facility.

“We’re just grateful to be in businesses right now that are in demand,” Heck said. “We’ve been able to bring a lot of joy to families in a year that has been a challenge for everybody,” he said.

President, continued from page 2

And importantly, solar energy production supports farmers. Farming is a competitive industry. This new low-impact use of the land provides a reliable income stream that sustains local farms while allowing these businesses to continue working the rest of their land. Solar development is not permanent and has a benign impact on the underlying land.

Through land agreements, the High River Energy Center will help diversify income at local farms that employ approximately 40 people. The project will also set aside funds to remove

the project and substantially restore the land to its previous state once it is no longer needed.

Clean solar energy produced in our communities will benefit the planet and combat the threat of climate change. These are ambitious goals that become more compelling when combined with significant local benefits. If you support job creation, farming, new municipal revenue and a vibrant economy open to new opportunities, we ask that you join Fulton Montgomery Regional Chamber of Commerce and welcome solar development for our future.

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The Fulton Montgomery Regional Chamber of Commerce is partnering with Joyce Royal Realty to sponsor a region wide clean-up effort to coincide with our clean/green initiatives to be held on

Saturday, April 24 - Spring Clean-Up Day 2021!

TAKE PRIDE IN YOUR COMMUNITY. Think Clean. Go Green.

If your group participates with the "adopt a highway" program or if there is a park that you take care of, we would like you to join us on Saturday morning, April 24 to clean these spaces. If you don't have any particular site in mind but would like to get a group of volunteers together to help in the clean-up efforts, contact us and we will assign a workplace. This is the perfect opportunity to encourage employees to step up their efforts in the clean-up of your business site or to encourage students to get involved in service to their community.

If you are interested in participating, please complete the form below and return it to the Chamber by April 19, 2021 Upon receipt of your response, we will contact you with further details.

For more information, please contact the Chamber at (518) 725-0641 or info@fultonmontgomeryny.org

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Yes, we want to help Clean up our community on Saturday, April 24, 2021!

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☐

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A Family Woven Together



Mother and father; Kayla St. Pierre and Raymond Williams; gave birth to little baby boy Spencer Williams! Weighing in at 7 lbs. and 12 oz., Spencer was the first baby born on National Quilting Day.

Nathan Littauer Hospital & Nursing Home is celebrating National Quilting Day two ways this week. First, a family received a quilt from a local quilting organization. Second, four newly made lap quilts will be distributed to the organization's nursing home. "Quilting holds a special place in our hearts at Littauer," says Cheryl McGrattan, Littauer Vice President of Marketing and Communications. "Not only is our organization a part of the quilt trail but many of our employees are quilters. For years now, we also have been able to show our patients and residents care with the gift of donated new quilts."

Locally, the "Sew Busy" quilt guild in Gloversville celebrates this holiday by giving the family of the first baby born on National Quilting Day at Nathan Littauer Hospital's Birthing Center a handmade quilt!

Littauer Physical Therapist, Maria Gardiner, is a longtime member of the "Sew Busy" quilt guild in Gloversville! She works closely with Littauer's Birthing Center staff to give the quilt to the parents, so they can go home with a special gift – in addition to their newest family member!

"We've been doing this for a number of years," says Gardiner. "It brings our sewing group excitement and joy for the family. We're happy to do it."

Saturday, March 20, mother and father; Raymond Williams, and Kayla St. Pierre; gave birth to little baby boy Spencer Williams! Weighing in at 7 lbs. and 12 oz., Spencer was the first baby born on National Quilting Day!

"It was so nice of the guild to do something like this," says dad. "It is an amazing gesture, and it was incredibly awesome to see our community members work together to make something like this happen."

"It has been an overwhelmingly positive experience here," mom says. "Everyone has been great, and to receive this parting gift was the icing on the cake. A huge thank you goes out to Nathan Littauer and the 'Sew Busy' Quilt Guild."

Quilts are a popular commodity at Nathan Littauer Hospital. In addition to the Gloversville "Sew Busy" Quilt Guild's contributions, an anonymous quilt-maker has crafted 116 quilts over the past few years; each one for the families at Littauer's Birthing Center. She continues to make them voluntarily! The benefactor is now making lap quilts for our Nursing Home residents.

"This wonderful benefactor and quilt-maker has sewn many quilts for our new families," says McGrattan. "Each one of her quilts is made with love, and makes a great, lasting gift for new moms and dads. Her kind gesture, volunteer work, and compassionate quilts are very much appreciated at Littauer."

Sharon, continued from page 1

front yard," she said.

They purchased property at 318 Houseman Street in Mayfield at the end of 2018. The couple remodeled the inside of the building, adding a kitchen, and opened a new version of What Sharon Likes. The business is strategically located just outside the entrance to Northampton Campground and down the street from Thompson's



What Sharon Likes offers a range of refreshments.

Marina. The shop's shelves are stocked with useful, unique, and fun items, including camping supplies, gifts, outdoor equipment, firewood, snacks, ice, drinks, t-shirts, fine art, antiques, and other items that Sharon likes.

One popular item is a portable firepit, the Solo Stove, which the store carries in two sizes. "You can take it anywhere and have a firepit, and it's virtually smokeless," Longlois said. "When you're sitting around the firepit, you don't have to move your chair around to get out of the smoke. It's a nice thing to have."

In addition, Longlois' menu includes all-day breakfast as well as sandwiches, salads, homemade soups, snacks, and drinks for lunch. The breakfast menu offers cinnamon rolls, eggs with meat, French toast and Belgian waffles. A customer favorite is her made to order breakfast sandwiches with eggs, cheese, and a choice of meat served on a toasted brioche roll. Longlois does all the cooking herself because she enjoys it.

Another favorite offering is freshly baked apple cider donuts made right on the premises in an antique Mark II donut machine. "It's not a new thing, but it's awesome," Longlois said.



Freshly baked apple cider donuts are a favorite at What Sharon Likes.

She posts daily specials on Facebook. Customers can phone in or text orders ahead of time and have them ready for pickup when they arrive. They will even walk orders out to cars if needed. When the regular season starts Memorial Day weekend, customers can eat at tables outside or in the gazebo that the couple added this year.

When COVID-19 hit last year,

rather than having customers in the shop, the couple opened a drive-through window for customers. "We basically just thought about it from the perspective of keeping everybody as safe as possible," Longlois said. "Our shop right now is only 800 square feet, so I didn't feel I could socially distance people within the store," she said. Customers were still able to shop from a merchandise menu and also to pick up food orders.

Currently, the store is open Saturday through Monday, and during peak outdoors season from Memorial Day to Labor Day, the store will be open seven days a week. Charles Longlois works now as a lieutenant colonel in the New York Air National Guard in Latham and helps out at the store on the weekends.

Gearing up for the summer, Longlois is considering expanding her menu and looking at what new merchandise to add to her inventory.

The Catskill natives felt warmly welcomed when they moved to Fulton County. "I want to express how grateful we are for the way that everybody has received What Sharon Likes and how positive people are about it, and how great the community has been," Longlois said.

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Keep Mohawk Valley Beautiful Launches 2021 Regional Clean & Green Effort in a “Quaran-TEAM” Way

Keep Mohawk Valley Beautiful (KMVB), a six-county NYS affiliate of the national Keep America Beautiful (KAB) program, is launching the 20th annual **Clean & Green Effort**, scheduled for April 1 – June 20. KMVB is a standing committee of the Mohawk Valley Economic Development District, Inc. (MVEDD).

KAB works to create sustainable

communities that are socially connected, environmentally healthy, and economically sound and their annual Cleanup effort is part the country's largest community improvement program. Each spring KAB affiliates, like KMVB, engage more than 4 million volunteers in more than 20,000 communities nationwide. “We intend to have local volunteers in the six-Coun-

ty Mohawk Valley Region take action to work on beautifying and cleaning areas along the canal and other waterways, parks, recreation areas and streets,” said Stephen Smith, MVEDD Executive Director.

The regional Clean and Green “Quaran-TEAM” effort offers individuals and families who are quarantined together to break up their day by taking a walk outside alone or as a family to clean up litter along their property/streets and surrounding areas. “We intend to have adults and children in the six-County Mohawk Valley Region take action to work on beautifying and cleaning areas across their communities while adhering to federal, state and local public health guidelines regarding the COVID-19 pandemic,” continued Smith.

KMVB also invites businesses, organizations, and community groups to register cleanup or beautification events in the Mohawk Valley region.

KMVB reminds volunteers participating in the “QuaranTeam” Cleanup to wear Personal Protection Equipment (PPE) such as masks and gloves when appropriate during litter cleanups.

This year, KMVB welcomes the Genesis Group of the Mohawk Valley Region as a partner in the regional Clean & Green Effort. “Promoting and collaborating litter cleanups, community gardens, recycling and beautification across the region showcases the significant impact volunteers across the Mohawk Valley can make by working together,” stated Ray Durso, Genesis Group Executive Director. “Additionally, these collective efforts help leverage other public and private resources to positively impact our region,” he continued.

Jamie Tuttle, Recycling Educator of the Oneida-Herkimer Solid Waste Authority (Authority) and partner in the Cleanup Program, said “While KMVB along with other organizations plan volunteer events structured to clean up and beautify public areas, they also focus on inspiring generations of environmental stewards. KMVB is cleaning up, yes, but we are also changing behaviors by engaging the enthusiasm of involved young people,” said Tuttle.

By registering your event on the ohswa.org website, you are eligible to receive **free materials** including gloves, trash bags, and other assistance. KMVB encourages any individual or group hosting a cleanup, community garden, recycling or beautification project – new or existing – to register their event. In addition to free materials and resources, registrants will be highlighted for their efforts on the Authority website and KMVB social media platforms.

KMVB will be hosting a kick-off event to celebrate the 2021 Regional Clean & Green Effort in a “Quaran-TEAM” Way on Saturday, April 24th at 10 AM at Hanna Park, Utica, NY. Registered cleanup groups will be able to pick up free materials at the event from 10 AM – 2 PM.

To register your event or volunteer your time, visit www.ohswa.org. (Click Great American Cleanup.) You may also follow KMVB on Facebook (Keep Mohawk Valley Beautiful – KMVB) for additional information. If you would like to report a site that needs to be cleaned or rehabilitated, email Jamie Tuttle, Authority Recycling Educator at jamiet@ohswa.org. To donate funding or materials, call (315) 733-1224 ext. 2300.

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Membership News

Destination One



Janet Davis

Director of Membership
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Spring is now here! What better way to promote your business than advertise at our visitors center in Vail Mills, Destination One.

Destination One is located on the outside of Fulton County visitors center in Vail Mills. We have two display cases offering large, full color ad spaces as well as specifically designated spots for your rack cards and brochures.

Over 10,000 visit annually, this is a prime location for any business in our region. We have two sizes you can pick. Our smaller one is 6 by 8 ¼ priced at \$295 a year and our larger space is 11 by 8 ¼ for \$495/year. Advertisers may change ads on a seasonal basis. Many visitors stop in just to find out the best place to eat, shop or visit. The chamber has this unique advertising space available.

If you are interested please give us a call and we can give you the details on this advertising space. Please call Janet Davis Membership Director at 518-725-0641.

Chamber Member Anniversaries

The following businesses realize the value of their Chamber investment and have renewed their membership in the month of December of this year. Please note these member businesses and the year they joined! Thank you to all our renewing Chamber members:

Less than 5 Years

Rogers' Cideryard LLC.....2017
Nick Stoner Inn & 19th Hole2017
Advanced Cleaning &
Restoration Services, LLC2017
Fulton County Regional SPCA/
Regional Animal Shelter2017
Peck's Flowers2019
Dollar General.....2019
FirstLight.....2019
Amanda L. Rose, Attorney at Law.....2020
Access Transportation, Inc.....2020

5 to 9 Years

Bethany Schumann-McGhee,
Attorney at Law.....2012
NBT Bank - Fonda.....2015
NBT Bank - Canajoharie.....2015
Milligan and Higgins2016
Town of Mohawk2016
Town of Caroga.....2016
PCM Communications.....2016

10 to 19 Years

Family Ear, Nose & Throat Services2002
Saint Mary's Healthcare.....2003
Home Health Care Partners2003
Twin Cities Sports Promotions2004

10 to 19 Years

Thomas Persse Insurance Agency.....2005
Saint Johnsville Chamber of Commerce...2005
Buanno's Custom Body Shop2007
Elizabeth Cady Stanton
Women's Consortium.....2008
Frank's Gun Shop, Inc.2010
South Shore Marine2010
Zanella's Market Hill Service
& Auto Sales, Inc.2011

20 to 29 Years

Beech-Nut Nutrition Corporation1993
Gloversville Economic
Development Corporation.....1994
Fulmont Community Action Agency, Inc.1996
Buhrmaster Energy Group2000
Glove Cities Veterinary Hospital, P.C.....2000
B&M Leather, Inc.1997
Adirondack Harley-Davidson, Inc.1996
Plaza's Italian Bistro1999
Smith & Smith Contractors, Inc.....1998

30 to 39 Years

F-M-S Counties Private Industry Council 1984
Amsterdam Housing Authority1988
Kucel Contractors, Inc.1989
Coldwell Banker Prime Properties.....1989
Jackson & Betz Funeral Home1991
Great Sacandaga Lake Association1998

40 to 49 Years

NBT Bank-Gloversville Financial Center 1974

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Judith-Ann Realty, Inc. named Montgomery County's February small business of the month

Family-Owned Real Estate Agency's Knowledge, Experience A Home Run For Local Sellers

For the better part of five decades, one independent family-owned company has been working together to list and sell some of the finest properties in Montgomery County and beyond. Since 1977, Judith-Ann Realty, Inc., has been in business locally, with its three generations of personalized real estate services provided to residents in the areas of Montgomery, Fulton and Hamilton counties.

Specializing in all types of properties from single- and two-family homes to farms, lakefront property/camps, rural farmland, new construction, subdivisions and most recently, the new development in the Town of Florida, Mohawk Hills, choosing Judith-Ann Realty, Inc., is a home run for local buyers and sellers.

To recognize its hard-working real estate brokers,

Judith-Ann Realty, Inc., has been named Montgomery County's February Small Business of the Month by County Executive Matthew L. Ossenfort and the Montgomery County Business Development Center.

"There's no more important purchase in your life than buying a house. Led by Judith Phetteplace, the team at Judith-Ann Realty provides the knowledge of the local market and their brokers have the experience necessary to provide clients with top-notch customer service during this significant purchase," County Executive Ossenfort said. "Judy, Brent and the rest of the team also do so much in the community from volunteering with community organizations and serving on various boards, in an effort to give back to the area where they work and



live."

Located in Tribes Hill, the brokers at Judith Ann Realty have marketed several new home developments in the region from Erwin Voss construction, George Salvesson, Carl Schmaeh, Advantage Builders, CW Custom Builders, Manchester Homes and the most recent Mohawk Hills, in the Town of Florida, new homes being built by Hodorowski Builders, out of Rotterdam. Located in the Town of Florida, Mohawk Hills is an 83-lot subdivision just off Route 5S, with excellent views, estate sized lots, desirable paved town roads and municipal services.

A third-generation family business, Judy Phetteplace currently co-owns the company with her son, Brent Phetteplace, and daughter, Joelle Bluvas. They truly are a family company looking to find families their forever home.

"Since 1977, the staff at Judith Ann Realty has enjoyed

assisting so many families with their housing needs," said Owner Judith A. Phetteplace. "We look forward to so many more good years of listing and selling homes in Montgomery County."

Buying a house is extremely exciting opportunity, but can be stressful, and during a pandemic even more challenges can arise. On top of following all of the safety protocols, Judith-Ann Realty, Inc., is a member of the New York State Multiple Listing Service, which allows all of their listings to be branched out to various different platforms and websites, giving more attention to each property on the market.

"Judith-Ann Realty has a track record that speaks for itself. They have been listing and selling homes in this area for a long time and they have all the knowledge a seller needs to get top dollar for their property or a buyer needs to find the right house

to become a home," said Montgomery County Business Development CEO Ken Rose.

Judith Ann Realty can provide all of your home-buying and selling needs and are available by visiting their website, www.judithannrealty.com, by phone at (518) 829-7250 or by emailing info@judithannrealty.com.

The small business of the month initiative recognizes local Montgomery County businesses that are making a difference in the community. Anyone wishing to nominate a deserving small business for recognition next month should contact the Montgomery County Business Development Center at 518-853-8334 or email vnicosia2@co.montgomery.ny.us with a brief note about the positive impact the company is making on the community. Nominations can also be submitted by sharing a post and tagging the business on the Business Development Center's Facebook and Instagram accounts.

About MCBDC

Montgomery County Business Development Center (MCBDC) provides professional economic development assistance to businesses interested in expanding or relocating to Montgomery County. It offers real estate solutions, financial assistance and incentives, as well as business development and technical assistance. MCBDC acts as the county's Department of Economic Development, & Planning, the Industrial Development Agency, and Capital Resource Corporation. To learn more visit www.MontgomeryCountyWorks.com

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Tourism News



Anne Boles
Director of
Tourism Development
tourism@fultonmontgomeryny.org

Fulton/Montgomery Tourism Promotional Bags – Items Needed for the Upcoming Spring/Summer Season

The tourism department is preparing for the upcoming summer season with the coordination of the popular “goody bag” project, which provides information about our businesses to visitors to our region. The is a FREE opportunity – as the tourist stops provides us with 750 brochures, flyers, discount coupons and/or promotional items. They are usually stuffed and delivered Memorial Day weekend, and

we are planning to deliver the bags to campgrounds, bed and breakfasts, hotels and motels, real estate agents, and any Chamber member business who want to receive them.

We encourage ALL businesses who would like to be included in the goody bags to supply promotional items with your contact information on them.

It is a great way for visitors to know about our local small businesses!

2021 Cooperative Marketing Program Funding Available

– Please call Anne Boles at 518-725-0641, or email tourism@fultonmontgomeryny.org to see if your business is eligible for funding.

Program Description

Fulton County Tourism provides matching funds (a 2 to 1 match) to eligible participants for advertising tourism-related services, programs, campaigns or events. Eligible participants may receive up to \$1,000 per year based on funds available to Fulton County Tourism.

Businesses are able to submit ads and invoices that are placed outside of Fulton County, with a max reimbursement of \$1000.00. Businesses are able to submit ads and invoices that are placed outside of Fulton County, with a max reimbursement of \$1000.00. Example: An ad buy that is \$750 – the tourism partner pays \$750 for an ad. Once the tourism department receives the ad copy and invoice, we can reimburse the tourism partner back \$500 – it is a 2 to 1 prorated match. A non for profit tourism partner is eligible for a \$500 grant with no match.

Program Objectives

- To increase visitation to Fulton County by visitors from outside of the county
- To help Fulton County tourism organizations and properties increase their marketing reach and extend their marketing budgets

Eligibility

- Participants must be in good standing with the Fulton Montgomery Regional Chamber of Commerce with no outstanding invoices owed, however,
- Participants do not have to be members of the Fulton Montgomery Regional Chamber of Commerce
- Participants must submit a completed Tourism Facility Profile form and Participation Agreement

Process

- Participant completes and submits a Cooperative Marketing Participation Agreement form
- Fulton County Tourism reviews the form to ensure it aligns with its own marketing objectives and notifies participant when accepted into that year’s program
- Participant submits their ad and invoice

Fulton County Tourism’s Responsibilities

- If needed, Fulton County Tourism places ads with selected media outlet and material deadlines
- Share performance metrics for digital and social media ads when applicable

Responsibilities of Cooperative Participant

- Participant should include Fulton County Tourism logo (provided by Fulton County Tourism) with link to www.44lakes.com on their homepage (or other page and page location acceptable to Fulton County Tourism) when applicable based on type of advertising
- Participant is encouraged to make the Fulton County Travel Guide available at place of business or event; location to be reviewed with Fulton County Tourism

Note

- Eligible Participants will be accepted into the program on a first-come, first-served basis
- Media outlet will provide deadlines to meet desired advertising dates
- All advertising must be run by December 31, 2021
- Fulton County Tourism reserves the right to refuse any advertising at its discretion
- Up to 10% of digital ads may run in Fulton County

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Business Education Partnership News

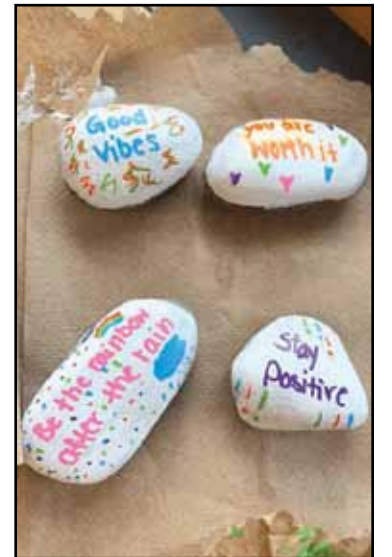
PTECH students plant positive messages with 'kindness rocks'



Nicole Walrath
Director of
Workforce Development
NicoleW@fultonmontgomeryny.org



Jenna Patterson
Business and Education
Partnership Coordinator
jennap@fultonmontgomeryny.org



If you are out and about in downtown Johnstown, keep an eye out for rocks painted with colorful images and affirmative messages meant to brighten the days of passersby.

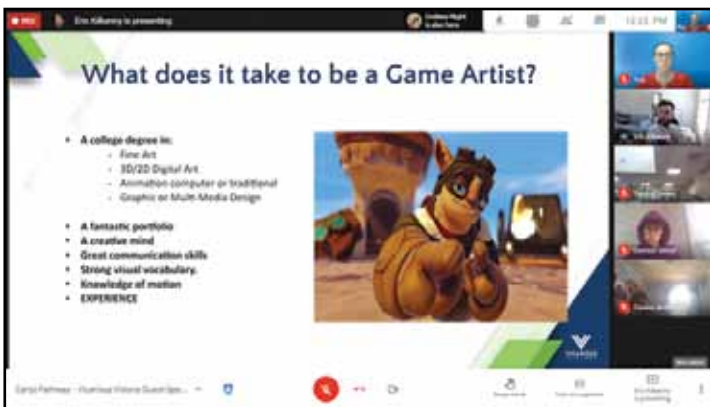
HFM PTECH students painted buckets full of rocks as part of a series of kindness projects they are engaged in at the school. Over two days last week, students in groups took walking trips from the school on Glebe Street to

Wells Nursing Home on West Madison Avenue.

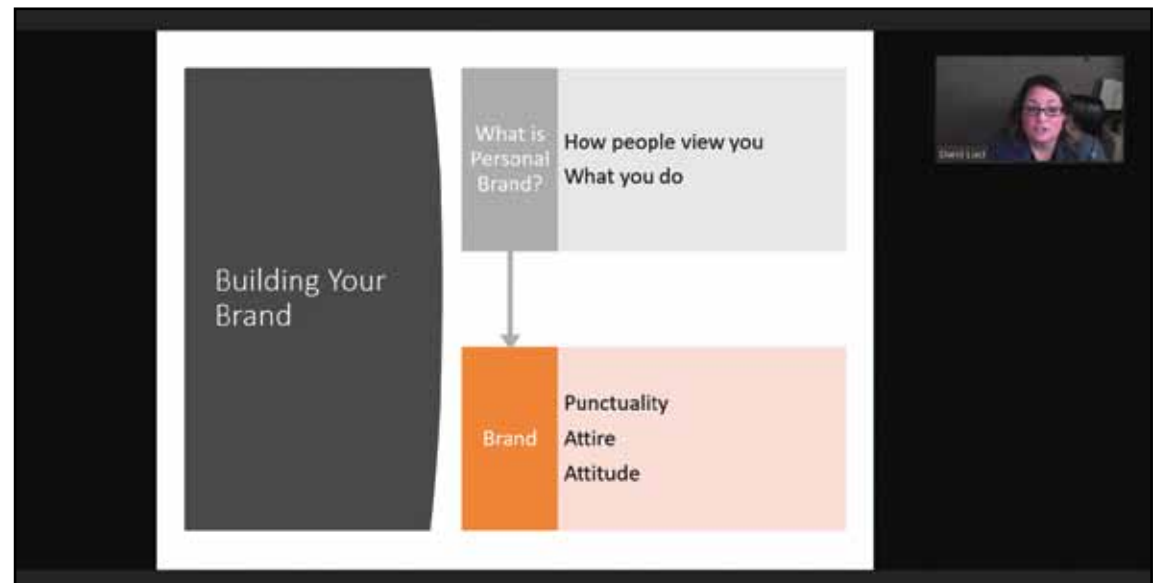
The students, all 10th-graders, placed several rocks on the nursing home grounds to cheer the residents, but they also planted many of them along their route, including Main Street.

If you happen to find one of the colorful rocks, please share the experience on social media using #hfmptechrocks in your post.

Canajoharie High School Computer Science/Information Technology Pathway



Last month students in the Canajoharie High School Computer Science/Information Technology Pathway welcomed a wonderful guest speaker from Vicarious Visions. Eric Kilkenny, who is a Senior QA Specialist at Vicarious Visions, presented about Video Game Development and career exploration. Alongside Vicarious Visions, Eric has worked on many impressive games such as Destiny 2 and Tony Hawk Pro Skater 1 + 2 Remastered. Thank you to our guest and the partnership we have created with Vicarious Visions for this wonderful opportunity.



Last month, PTECH 10th-graders met virtually with PTECH business mentors for a Professional Skills 101 session on "Succeeding at an Internship" as part of our

monthly Workplace Wednesday. Thank you to Darci Luci of Century Linen and Taryn Dausman of GLOBALFOUNDRIES for your thoughtful presentations!

Mayfield High School Arts in Business Pathway

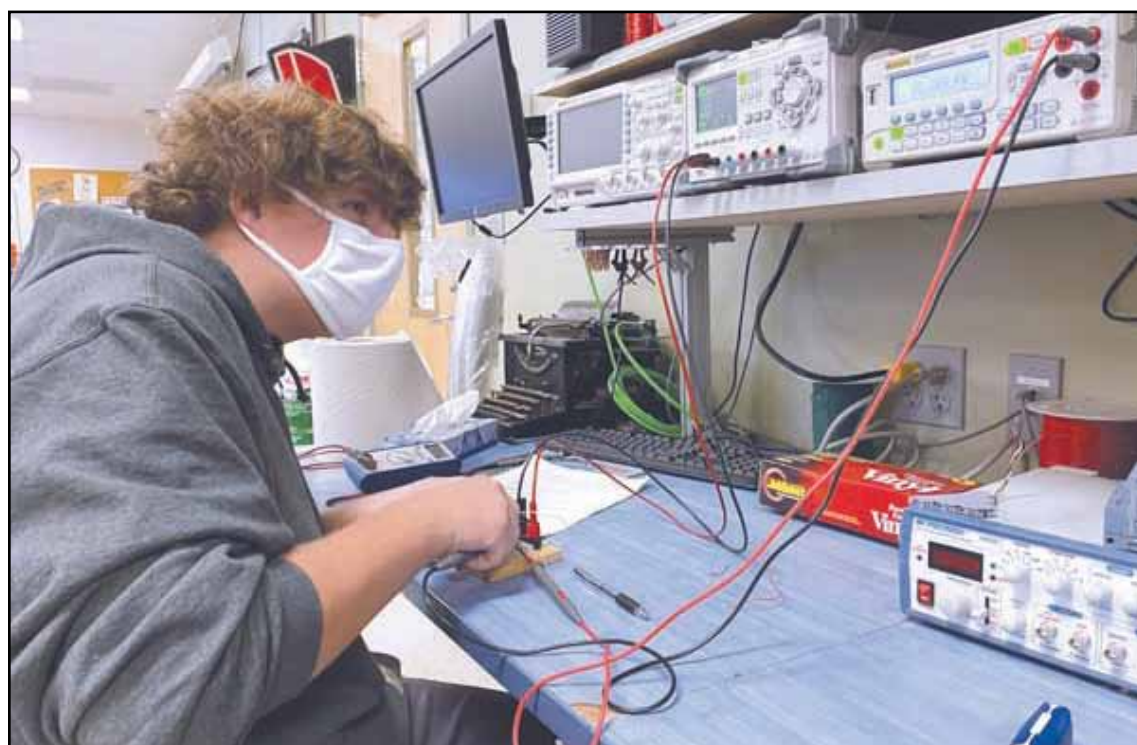


AT LEFT: Mayfield Arts in Business Pathway program had a special guest speaker last month. Nicole Little graduated from Mayfield High School in 2013 and then went on to earn her degree as an Architectural Designer. She now works remotely from New York, for a firm called EVIA which is a California-based company that specializes in healthy and sustainable housing on the West Coast. We would like to thank her for taking the time to talk to the students about one of the many career opportunities they could choose from after their experience with this program.

Business Education Partnership News

HFM Career & Technical Education (CTE)

Workforce, college, military opportunities wide open for HFM Engineering Technology students



Local high school graduates who completed the Engineering Technology program at the HFM Career and Technical Center say what they learned in CTE gave them an huge advantage in college and careers.

William Dickson, a 2018 Johnstown High School graduate, credits the Engineering Technology program for landing him his current position as a reliability engineer intern at Irving Tissue in Fort Edward. While still completing his senior year studying Electrical Engineering Technology and Nanotechnology at SUNY Polytechnic Institute, Dickson works full-time for the company.

"I credit a big part of my success in engineering in college and in the workforce to the HFM program," Dickson said.

Despite the pandemic, Dickson said the engineering job market is alive and well and he predicts that's not going to change.

"I don't want to say you're guaranteed a high-paying job if you enter this field but if you take it seriously and work hard it pretty much is," Dickson said. "With this type of degree you have unlimited options. You can hit the ground running straight out of high school and join the workforce or you can get a jump start on college and get some pretty cool jobs before you even turn 21."

HFM Engineering Instructor Zachary Carrico says almost all of his students go on to some sort of secondary education following high school. Students who go on to earn a two-year associate degree can enter fields with median salaries approaching \$60,000 a year. There's also good-paying job opportunities right out of high school but the pay scale increases with more education.

Katarina Keyser, a 2017 Amsterdam High School graduate, says the HFM Engineering Technology program gave her the confidence and background she needed to pursue her passion and desire to work in the aviation industry.

Now a senior studying aviation maintenance at Embry-Riddle Aeronautical University in Florida, Kayser has accepted a job with a major aircraft company.

"I have accepted a job offer working for Gulfstream Aerospace working as a certified aircraft technician in the spring, and I am excited to continue using the foundation Mr. Carrico and the Engineering Tech program have laid out for me," Keyser said.

According to follow-up surveys with the HFM Career and Technical Center class of 2019, about 72 percent of them enrolled in post-secondary studies. The surveys also show that 24 percent of students were employed and 4 percent entered the military.

Thomas Pawloski, an HFM Engineering Technology student and 2018 Mayfield Jr.-Sr. High School graduate, is now in the U.S. Navy and credits the program for his high score on the Armed Services Vocational Aptitude Battery, a military aptitude test used during recruitment.

"The Engineering program at HFM CTE impacted me by allowing me to have an excellent ASVAB score, which allowed me to obtain the position of sonar technician," Pawloski said.

All three graduates say that everyday in their jobs they use skills and concepts they first learned at HFM ranging from industrial automation, robotics and industrial safety practices, to computer aided drafting, technical drawing, physics and more.

The two-year HFM Engineering Technology program is a collaborative partnership with HFM BOCES, Fulton-Montgomery Community College, and the National Science Foundation. In addition to the labs at HFM, students in the program utilize FMCC's Center for Engineering and Technology laboratories, including the chip fabrication clean room, robotics lab, and electronics facility. To learn more about the program visit: www.hfmboces.org/cte/engineering-technology

Palliative Care Service Line Launched at Nathan Littauer

Nathan Littauer Hospital & Nursing Home is proud to announce the launch of their new palliative care program. The mission of Littauer's palliative care program is to ease physical, psychosocial, and spiritual distress among those with serious illness. Compassionate conversations with patients regarding their illness, how it affects them, and their family, and what matters most to them in the context of disease – ultimately helps patients and their families to plan and make well-informed decisions in regards to their care. Finally, the completion of advance directives helps ensure a patient's wishes are identified, respected, and communicated. Susan "Susie" Duross, Nurse Practitioner, is the organization's new Palliative Care Coordinator. Duross says, "Palliative care ultimately improves lives. It is based on the needs of the patient, so the patient receives a very individualized form of care."

"We see the landscape of healthcare changing," adds Duross. "More people are being diagnosed with chronic illnesses and living longer with them. It is important, that for every patient we serve, we are paying attention to what matters most to patients and their families and ensuring that treatment plans consider their unique needs and wishes."

Since its inception two years ago, Nathan Littauer Hospital's palliative care program has been widely successful. To date, Nathan Littauer Hospital has provided palliative care services to over 30 patients

Littauer proudly welcomed Susan "Susie" Duross, Nurse Practitioner, as the organization's new Palliative Care Coordinator in October, however, the palliative care team at Littauer has grown diversified. The growing palliative care team consists of Littauer teammates: Susie Duross, NP, Care Coordination Manager and Social Worker, Margaret "Maggie" Rowley, and Pastoral Care Coordinator, Reverend Bonnie Orth.

In an effort to further expand knowledge of palliative care principles and practices, Nathan Littauer has joined the CAPC. The CAPC is part of the nonprofit Icahn School of Medicine at Mount Sinai, and is the leading organization for training, resources, and technical assistance to aide health care providers in caring for their most vulnerable and complex patients.

With palliative care services at Littauer, we can provide a close, unique approach to care for our patients," says Vice President of Population Health, Geoffrey Peck. "The growing need for palliative care services has existed long before the pandemic, and since we developed the program two years ago, it has been extremely successful."

Duross affirms the demand of palliative care services during the height of the COVID pandemic:

During the pandemic it has been challenging for our patients, families, and caregivers. Everyone in our community has been affected in some way. We have assisted patients and families by giving them our time; ensuring they are kept updated regarding their loved one's condition. We have responded to their spiritual needs by providing prayer and healing sacraments as requested, and we have helped reunite family members that were estranged. Additionally, we were able to coordinate a commitment ceremony for a patient and her significant other. Since team health is a vital part of palliative care, we are also helping to ensure all front-line workers are coping during these very stressful times.

Conclusively, the palliative care team at Littauer aims to provide consultation and palliative care services to at least 40 inpatients each year, to patients who are in need of them. As the palliative care program develops and expands to the healthcare organization's extended care facility, and more healthcare providers become familiar with palliative care through the means of education, it is likely Littauer's palliative care services will grow exponentially. While the program is now offered on an inpatient basis, the organization hopes to provide the service on an outpatient basis in the future.

For more information about Littauer's palliative care services, please contact Littauer's Palliative Care Coordinator, Susie Duross, at (518) 773-5254 or via email: sduross@nlh.org

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For more information call (518) 841-7314. You can also take a virtual tour of the Birthing Center by visiting us online at www.smha.org. Just click the My Services tab, navigate to Womens Services, and click Maternity.



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