

OUR ...

New Scotland

the business district

The New Scotland Business District strives to support, promote, and grow business in and around the Town of New Scotland.

WHERE ARE “WE” HEADED?

Welcome to “Our New Scotland” – The Town of New Scotland: the business district; the business to resident connection; a group of business owners and local leaders who, with a touch of eclectic personality and flair, are coming together and striving for **EXPOSURE** and **CONNECTION** of others as much as self.

A few years back, I came up with the idea (though it’s not really innovative) to form a collective business-to-resident, mutually beneficial group of the friendliest of people... to begin marketing our businesses to those who may say “... **I never even knew you were here** ...” So, we met back in March: a group of about twelve to begin with. Ideas were shared over coffee and freshly made snacks at Gracie’s Kitchen, a local restaurant (*but, more on featured businesses later on in this issue*); and we were off.

Who knew? Some may have – even I certainly battled almost weekly (or daily) with the concept. Could we do this? Would they see what I see? If I built it, would they come? Okay, okay, I’m no Costner ... but, I do come from a 25-year professional marketing background. I do this for clients every day. So, talk yourself into it ... I’ve also worked with a Business Improvement District (B.I.D.) but we didn’t want to be tax based; I’ve been in Chambers, not that ...

Hmm ... can we be different? **Can we be closer? Community based?** Outside the

edge of same ol’, same ol’? Let’s build and make a difference; let’s empower members to lead as much as their time and desire allows.

Now, with a “Core” leadership team, we are doing just that. So it continues, ten months later, we have set some of the corner stones of what will decidedly become something our community of businesses and residents can participate in; learn and grow in; **camaraderie** and **commitment**; and all be proud of.



* Our New Scotland Business leaders meet locally at different businesses in town each month to talk and resolve common growth goals.

When good people get together on both sides of the fence, the fence gets torn down and we build something magnificent.

I’m Ready – Are You?

I appreciate you all (*you know who you are*) and we have a new path laid out in front of us ... let’s walk with our heads high and travel the road together!

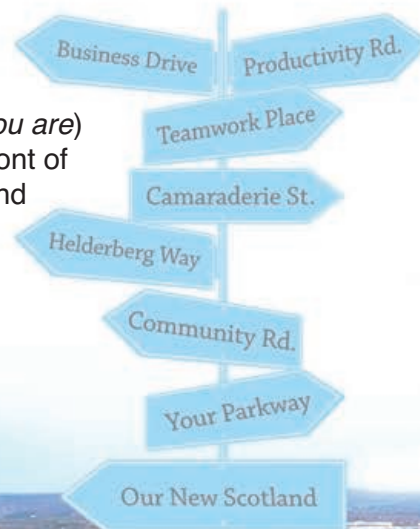
Craig A. Shufelt
Our New Scotland

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OUR VISION

Achieved through reciprocal sharing of information, ideas, marketing, connections, and community involvement among like-minded business owners, we are weaving together residents, businesses, and local authorities, strengthening New Scotland for businesses and residents alike.



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NSBD member Krina Cozart showcasing her Mary Kay business at the VCHS vendor fair

VCHS – IN THEIR WORDS

“OUR NEW SCOTLAND” – AT THE FAIR(S)

By Jayathri Fernando *



* Jayathri Fernando is a senior student at VCHS that has written this article. We will be featuring articles from her during the year.

This is part of an internship program within VCHS and we welcome her career driven creative writing.

As I approached the steps of the Voorheesville American Legion building, I wasn't entirely sure what to expect. My hesitation must have shown, because a lady manning a cosmetics booth on the porch asked me if I was looking for the vendor fair. I responded affirmatively, and she told me I had come to the right place. She introduced herself as Krina Cozart, and told me I could ask her if I had any questions. Thanking her, I entered the building.

When I stepped through the door, the first thing that struck me was the warm hum of chatter that seemed to permeate the room. All of the vendors appeared to have a certain, almost palpable camaraderie. I decided to wander around and observe the variety of different products being sold.

And what a variety it was. There were all sorts of goods, from seasonings from Tastefully Simple, to throw pillow covers from Pillow Talk, to alcohols from New Scotland Spirits (being 17, I refrained from observing this booth in particular detail). Locals milled about, talking amongst themselves and starting up conversations with vendors.

The scale of the businesses was quite impressive. **One wouldn't expect such a variety of different leaders to be assembled in such a small space.**

I couldn't help but think about the formation also happening with the "New Scotland Business District" organization. Ms. Cozart had shared with me that a small but growing group of business owners throughout New

Scotland had come together to support each other in reaching the community. Their growth is a testament to the hard work of all of the members of the business group, as well as the supportive nature of the surrounding community.

When I finally made my way back out of the vendor fair, I greeted Ms. Cozart again, and she agreed that I asked her a few brief questions before I left.

As Ms. Cozart is a member of the NSBD, I inquired as to what she believed some of the issues faced by the NSBD were. She replied that **it was a struggle to spread the word about businesses that may be unknown to the community, and reach as many people as possible.** I then asked her about the purpose of participating in the vendor fair(s), and she responded that one of the NSBD main goals was to introduce the New Scotland Business District to the community, as well as showcase many other local businesses at the same time.

To conclude, I asked Ms. Cozart about her personal hopes for the NSBD. She told me that she wanted to bring a sense of excitement to the town. She described future plans for a "**Community Day**", and said that ultimately, she hoped to help create an environment where local businesses can increase their reach, get to know each other, and work together for all.

If that day's vendor fair was any indication, I think that the future for the New Scotland that Ms. Cozart describes might just be within reach.

“All of the vendors appeared to have a certain, almost palpable camaraderie.”





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OUR BUSINESSES – YOUR DESTINATION

GRACIE'S KITCHEN

39 Voorheesville Avenue
GraciesKitchenNY.com

Happy Holidays!

Our Holiday Critters are on their way, with our Chocolate Witch hard at work. **Handmade peppermint or peanut butter cream penguins, reindeers, and snow people covered in Ghirardelli chocolate are delectable and delightful holiday treats.** Don't miss out!

We're grateful and proud to begin our Fifth Year! The pandemic inspired adaptations, improvisations, and improvements that you, our New Scotland community, continue to support. Our gang is so pleased to welcome you, serve a good meal, and hear your thoughts. Keep them coming!

Gracie's Kitchen is dishing up a whole lot of deliciousness over the next few months! Our well-renowned **German nights** continue on January 13, February 10 and March 10, while our **world championship BBQ** continues on Wednesdays. Different specials every day (Shepherd's Pie, Chicken Riggies, Beef Stroganoff and so much more), along with weekly comfort food specials (think goulash or chicken and biscuits) keep your meals appetizing. With an extensive breakfast menu offered all day you can enjoy a delicious omelet, or maybe our fluffy pancakes any time of day. Weekends are for waffles! Flavors vary week to week - try cinnamon roll, chocolate, or maple walnut!

With just under 500 pies out the door for Thanksgiving, bring some pie to your celebrations over the next weeks. **Classic apple, pumpkin, chocolate cream, or our berry fusion are just a few of the choices.**

Stay tuned to **GraciesKitchenNY.com** or **@gracieskitchen12186** on Facebook for the latest in delectable breakfast, lunch, and dinner choices. And don't forget the sweet treats!

Thank you,
Grace

Gracie's Kitchen is proud to have earned an extensive loyal following in the town of New Scotland and surrounding communities.



"Gracie's Kitchen is dishing up a whole lot of deliciousness over the next few months!"

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OUR BUSINESSES – YOUR DESTINATION

NORTHERN BARRELL

10 North Main Street
NorthernBarrell.com



If you haven't heard about us, we are your hometown bar and restaurant located at 10 North Main Street in the Village of Voorheesville. We are open Wednesday through Sunday, serving craft food as well as craft beer and cocktails. We opened to the public on April 29th of this year and we are thankful to our local community for the support they have shown to Northern Barrell so far. We hope you have come and enjoyed **some good food in a friendly atmosphere where all are made to feel welcome.**

We want to share some other great changes that have happened recently. We would like to introduce you to our two new chefs that our now running our restaurant. Please welcome Josh White and Liz Cottrell to Northern Barrell. **Both Josh and Liz bring years of experience working in many different types of restaurants.** Josh will be our operations director and Liz will be running the kitchen operations. The changes referred to above are a direct result of their ability and desire to improve the options we can offer to our customers.

If you haven't had the chance to come by, we certainly hope you will do so in the near future as we want and need the good word about Northern Barrell to be shared with family and friends who are looking for a nice relaxing place to enjoy some good company. Please keep us and all our local businesses in mind when thinking about shopping during the holidays. **We all appreciate your support.**

Chuck and Michelle, Co-Owners
Northern Barrell
10 N. Main Street
Voorheesville

“ ... we are thankful to our local community for the support they have shown ... ”





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OUR BUSINESSES – YOUR DESTINATION

HELDERBERG MOUNTAIN BREWING

83 Main Street East Berne
 HelderbergMountainBrewing.com

Happy Holidays from the Helderberg Mountain Brewing Company!

It is hard to believe that the fall season is already upon us!

With so much going at our Tap Room in East Berne all summer, we don't know where the time went. There is still time to get up here and enjoy the weather, live music, food trucks, and the fresh air of the Western Albany County Hilltowns!

Our Tap Room is located at 83 Main Street in East Berne, NY, and we have live music and food trucks every Saturday until the middle of October. Both indoor seating and a large outdoor covered pavilion with picnic tables are available. We are pet friendly; we just ask that they be on a leash when at our Tap Room. Swing by with your furry friends! In addition to our beer, we offer a large selection of quality NY made wine, and cider. We are open Wednesday from 5 - 7 p.m., Friday from 5 - 8 p.m., and Saturday from 3 - 8 p.m.. Check our website, Facebook and other social media pages for event listings.

About our brewery: We opened our doors back in 2015 as a New York farm licensed brewery. Our brewery consists of a 7 BBL (215 gallon) brewing system and a 1.5 BBL (45 gallon) pilot brewing system. **The beers are hand crafted using as much quality NY grown ingredients as possible.** Most of our beers contain anywhere between 90% to 100% NY malts and hops! Our Blonde Ale, Wheat Ale, Pale Ale, Amber Ale, and IPA are **made from 100% NY ingredients** just to name a few.

We support NY agriculture and want to serve beers which are made from the best local ingredients sourced right here in NY!

See you soon!

HelderbergMountainBrewing.com



“The beers are hand crafted using as much quality NY grown ingredients as possible.”

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GENMAI MASSAGE

13 Drywall Lane

genmai.massagetherapy.com

“Therapeutic Bodywork to meet your individual needs.”

Genmai Massage Therapy

Holiday Gift Certificate Offer

For each gift certificate you purchase for someone you know, **you** receive a reduced rate for **your** next massage!

Choose From:

- \$20 off of your next 1 hour massage when purchasing a 1 hour massage
- Or
- \$40 off of your next 1.5 hour massage when purchasing a 1.5 hour massage

Offer available until December 31, 2022
Massage is to be provided by Jason S Burleigh, LMT

Business Drive

Productivity Rd.

Teamwork Place

Camaraderie St.

Helderberg Way

Community Rd.

Your Parkway

Our New Scotland



OUR BUSINESSES – YOUR DESTINATION

KELLER WILLIAMS
STEFANIE MCMAHON-MARTIN
 180 Delaware Avenue, Delmar

Recently, some of our buyer clients have expressed concern about the rising interest rates. While rates are certainly a factor in overall affordability, so is market condition. 6-12 months ago many of our buyer transactions sold 10% - or more - over list price. While the market remains strong, there is less competition today - allowing our buyers to often secure a more favorable purchase price - which helps keep the overall payment down.

Reach out to me anytime to discuss this, or any of your real estate needs.

BUYING A HOME		
6 MONTHS AGO	VS	TODAY
Listing Price: \$450,000		Listing Price: \$450,000
Sale Price: \$500,000		Sale Price: \$425,000
10% Down		10% Down
4.5% Rate		6.5% Rate
Payment: \$2,280		Payment: \$2,418



THE DON SMITH
REAL ESTATE TEAM
Building Lifetime Relationships

stefaniemartin@kw.com
518.369.8476



"Reach out to me anytime to discuss this, or any of your real estate needs."

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OUR BUSINESSES – YOUR DESTINATION

MARY KAY – THE BEAUTY OF YOU

Krina Cozart



As my customer, you can create your ideal beauty experience. I offer personalized service that fits you. **Just tell me if you'd like a one-on-one consultation, a party with friends, a virtual party, makeup tips, skin care advice or free samples.** You can always try before you buy. If you prefer to shop online only or order by e-mail or phone, the choice is yours. I'd love to help you with any or all of your beauty needs. Let's talk!

My gift-giving services will make your holiday shopping EASY! I can take any budget and curate perfect gifts for anyone on your list. As always, I offer FREE gift-wrapping & shipping/delivery! Give joyfully this year!

“As my customer, you can create your ideal beauty experience.”

MARY KAY THE BEAUTY OF YOU!

Mary Kay® products offer you so many ways to enhance your beauty and well-being. Innovative skin care! On-trend color! Pampering bath and body products and so much more!

Let's find your favorites.
Contact me today.



Name

Krina Cozart, Independent Beauty Consultant
www.marykay.com/kcozart
518-573-8078

Business Drive

Productivity Rd.

Teamwork Place

Camaraderie St.

Helderberg Way

Community Rd.

Your Parkway

Our New Scotland





OUR BUSINESSES – YOUR DESTINATION

NEW SCOTLAND SPIRITS

Buy Locally or Order Online
newscotlandspirits.com

New Scotland Spirits is grateful to be a member of the New Scotland Business District.

In line with our company mission to honor the hometown in which we were raised, we're committed to supporting the many local entrepreneurs and fellow District members who've made possible the company's resounding success in 2022!

New Scotland Spirits distills its signature "Helderberg Whiskies" from grains grown right here in town—on the bucolic fields of Lime Kiln Farm and Indian Ladder Farms. Our aged 5 year single malt, rye, wheat, and bourbon whiskies each celebrate a distinct facet of our beloved and close-knit upstate New York community.

As summer turns to fall, we await new opportunities to bring New Scots and Albanites together over whiskey to sip the terroir of old New Scotland.

New Scotland Spirits

from the County of Albany, NY

"Nostalgia in a bottle, a good time in a glass."



"New Scotland Spirits distills its signature "Helderberg Whiskies" from grains grown right here in town —"

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OUR BUSINESSES – YOUR DESTINATION

THE GOURMET CUPBOARD

Karen Finnessey
Independent Rep.



The Gourmet Cupboard

Welcome to The Gourmet Cupboard®!

The Gourmet Cupboard is new to the Capital District area and I am super excited to share our quick and easy gourmet mixes with you! I was introduced to this company and their yummy mixes just a year ago. I shared some with family members and received good feedback so I decided I should share with more people!

Each of The Gourmet Cupboard mixes is handmade using only the finest gourmet ingredients at just the right proportions. Our mixes includes all the dry ingredients, and you simply add one or two other ingredients such as sour cream, water, cream cheese, ground meat, etc. Our products are individually handmade in Southeast Texas and most contain no msg or preservatives. We also have gluten free and sugar free options.

The Gourmet Cupboard has an extended selection of dips, drinks, dinner entrees, desserts, and more! We can add variety to your menus and make your meal planning and prep so easy! Who wouldn't like to save time in the kitchen?

Check us out at thegourmetcupboard.com/shop/kmf119 to discover simply delicious and simple to make mixes. All retail customers receive free shipping on the purchase of at least 8 mixes.

Want to sample some items first? Terrific! I am happy to work with you on an in-home tasting for family and friends. Contact me, Karen Finnessey, via email at karenfinnessey119@gmail.com





the business district

OUR BUSINESSES – YOUR DESTINATION

HENNESSY ENGINEERING

William C. Hennessy, Jr. P.E.
hennessyec.com

Hennessy Engineering and Consulting is a multi-disciplined engineering firm proficient in environmental, mechanical and civil engineering, as well as building design and layout.

HENNESSY
Engineering & Consulting
Commercial • Residential
Environmental
hennessyec.com • 518-813-3597
P.O. Box 118, Voorheesville, NY 12186 • bill@hennessyec.com



“ – a multi-disciplined engineering firm proficient in environmental, mechanical and civil engineering ... ”

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OUR BUSINESSES – YOUR DESTINATION

WILD PLAY THACHER

524 Thacher Park Rd.
wildplay.com/thacher
Jen Dobies
(518) 768-4054



Adventure in Thacher State Park

Early Bird Season Passes and holiday Gift Card sales on sale now! The ultimate adventure gift for the outdoor enthusiast in your life!
Reopening May 13, 2023



You'll start with a training session on the ground to get comfortable using the ziplines and the continuous belay system. Then, you'll climb up a ladder and start making your way from tree to tree by **walking across tightropes, climbing up cargo nets, sliding down ziplines, flying through the air on rope swings, leaping onto swinging logs, and balancing on wobbly bridges.**

Got a group of 15 or more?

Call 1-855-401-0123 or email groups@wildplay.com to book today!
Group bookings on non-operational days available upon request.

Amenities:

- 10 Picnic Tables
- Charcoal BBQ's
- Restrooms
- Lockers
- Free parking at the WildPlay park
- Walking trails that connect to the State Park trails
- Sneakers for rent for \$3.00

“The ultimate adventure gift for the outdoor enthusiast in your life!”





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OUR MEMBERS – YOUR LOCALS

“OUR” NEW SCOTLAND
in the Town of New Scotland
OurNewScotland.com

Here's a list of our growing number of current business members:

Advanced Car Wash contact: Timm Baldauf
Becker's Property Maintenance contact: Joe Becker
Bryant Asset Management contact: Steven Jankowski
Close Quarters Dumpster Rentals contact: Timm Baldauf
Corner Gateway contact: Danielle Balzan
Dazzling Beauties by Liza contact: Liza Palmer
Edward Jones contact: Bill Chronister
Elemental Landscapes contact: Jerry Parmenter
Emma Cleary's Cafe contact: Brian Farley
The Gourmet Cupboard contact: Karen Finnessey
Genmai Massage contact: Jason Burleigh
Gracie's Kitchen contact: Grace Thompson
Helderberg Mountain Brewing contact: Mike Wenzel
Hennessy Engineering contact: Bill Hennessy
Keller Williams contact: Stefanie McMahon-Martin
LeashLife Dog Walking contact: Kristin Watkins
Mary Kay contact: Krina Cozart
New Scotland Spirits contact: Jesse Somer
Northern Barrell contact: Chuck Rosenstein
Shufelt Group contact: Craig Shufelt
Skin Solutions contact: Melissa Greco
Trustco Bank contact: Stephanie Seymore
Wild Play Thacher contact: Jen Dobies



Gracie's Kitchen, The American Legion Post, and Voorheesville Village Hall, as well as the future home of the Blackbirds Cafe, as seen from above.

Please visit our wonderful local businesses.
Thank you All!

If you'd like to participate please reach out to us.

You can visit OurNewScotland.com for additional information as well as contact information.

OurNewScotland.com
local.



“NSBD strives to support, promote, and grow business in and around the Town of New Scotland.”

COUPONS '22 Presented for you by members of The New Scotland Business District
 Cut these coupons & bring them into each business for great bargains.

itsaboutyou.®

Branding from WEBSITES to DESIGN/PRINT

→ WEB → RESPONSIVE WEBSITE SOLUTIONS

→ PRINT → BRANDING & COLLATERAL MATERIALS

→ DESIGN YOUR FUTURE GOALS →

No Obligation FREE Info./Consultation Up To One Hour (Craig) Shufelt Group (518) 669-1166

Thank you for supporting LOCAL BUSINESS

Edward Jones® Member SIPC

Bill Chronister
 Financial Advisor
 1721 Central Avenue
 Albany, NY 12205-4725
 518-869-9088

MKT-5894N-A edwardjones.com

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Let's find your favorites. Contact me today.

Name
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 www.marykay.com/kcozart
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THE GOURMET CUPBOARD

GOURMET FOOD MIXES

The finest ingredients in just the right proportions to help make cooking faster and easier.

Check us out at thegourmetcupboard.com

Text (518) 282-5244 to request 2 of my sample items. Place an order with me (via text) of \$25 or more and **receive 10% off and a mix of my choice FREE**

* VALID ONE TIME ONLY

* Offer valid through 12/31/22 exclusively with Karen Finnessey, Independent Rep.

Gracies Kitchen

Breakfast
Lunch
Dinner

Visit us online for our weekly specials menu at GraciesKitchenNY.com

Receive a **FREE DESSERT** with a purchase of any meal over \$10
 * VALID ONE TIME ONLY

Order Your Holiday Pies Now
(518) 765-0299
 39 Voorheesville Avenue

New Scotland Spirits
 from the County of Albany, NY

Purchase one of our spirits from a retailer and mail us your receipt with a self-addressed envelope.

To: New Scotland Spirits
 665 Clipp Road
 Voorheesville, NY 12186
 for a **\$15.00 rebate check!**

NewScotlandSpirits.com

"Nostalgia in a bottle, a good time in a glass."
www.NEWSOTLANDSPIRITS.COM

Helderberg Mountain Brewing Company
 Brewed in the Heart of the Helderbergs

At Helderberg Mountain Brewing we have a rotating selection of at least 10 different Helderberg Mountain Beers.

Bring in this Coupon to receive **TWO PINTS FOR THE PRICE OF ONE!**

* Offer limit one per customer

visit us at helderbergmountainbrewingcompany.com
 83 Main Street East Berne, NY 12059 (518) 872-7133

NORTHERN BARRELL
 EST. 2021

Check Out Our Ongoing Events, What's On Tap and Our Menu at northernbarrell.com

Receive 10 % off your check at Northern Barrell

* Offer valid through 12/31/22

10 North Main Street in Voorheesville Phone: (518) 655-0122