

OUR ...

Spring 2023
Vol. 2 Issue 1
local.

New Scotland



business community

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

HOLD YOUR HEAD HIGH!

Welcome back to “**Our New Scotland**” – The business community (NSBC); 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.

As I sit here contemplating the topic of growth and marketing of OUR New Scotland I revel in where we’ve come in one year. **Not only do we all have cause to hold OUR heads high but also to raise our hands** and now, upon choosing to join in the tight group of like-minded, energetic leaders, we are coming together to raise the bar. We witness the maturation process of a team learning about each other and solving problems of exposure and business productivity in a current business environment that challenges each of us.

Well, **we are building! We are evolving!** And we are reaching into the town in which we’ve all chosen to raise families, to enrich self, and prosper within our souls to successfully team up and support others with pride throughout New Scotland.

As the weeks keep rolling onward, I consider the journey ahead. The recent slopes I’ve cruised down during vacation demand effort just to get to the top and ride back down again. It’s made me think in shorter terms on the effort to get to the top in business. With each daily task list, the

mountain becomes easier and more comfortable. Though once a daunting task to get above it all, proves not as hard the next day and the day after and the day after.

The trails are different and the mountains vary in height, but each presents a risk and a reward at the end: at the top, whatever level that is, you must decide.



** Our New Scotland Business leaders met local town leaders Supervisor LaGrange and Village Mayor Straut to kick off our '23 January monthly meeting.*

When choosing to begin the Our New Scotland community, the journey wasn't part of the task list, but the result of collective efforts coming together to realize we have something in front of us. We have a real opportunity to build something, to get to the top and keep repeating the efforts and take a look out to see the beauty of the hard work. Sometimes we need to begin in order to finish.

I'm Raising My Hand – And I see You Too!

Let's walk with our heads high and travel these New Scotland roads 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.



OUR ...

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Welcome signage at Voorheesville Clayton A. Bouton High School and Middle School

VCHS – IN THEIR WORDS

A CHANCE TO CHANGE PERSPECTIVE

By Chloe R. Kirgan *



* Chloe R. Kirgan is a senior student at VCHS that has written this article. We will be featuring articles from her and other students during the year.

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

As young adults, the concept of owning a small business is foreign. From a young age, we are taught the importance of following a designated path to obtain a “reputable job” like a doctor, lawyer, or teacher. Any aspiration for opening up a small business is immediately struck down, as the anticipation of not making it, is ever present on the fictitious horizon. It’s not until you’re in High School that Proprietorship becomes a considerable option, and even then, many are hesitant to undertake the opportunity presented.

But the question arises: how do we fix this mindset of impending failure? Moreover, how do we as community members support young Proprietors that dare to take on this path? **After sitting down with three locally owned small business owners, I’ve deduced a way to not only flip the negative connotation** but how an internship program may help expand the knowledge and drive behind these future business owners.

AN OPPORTUNITY

Across the nation, college students apply for internships in the field they are studying. There, they gain a deeper understanding of how to not only succeed in that line of work but how to do well. The mentors they meet along the way excite this new generation of starry-eyed learners, passing on the joy of their careers.

So why can’t high school students gain the same experience? After corresponding with Craig Shufelt, owner of Shufelt Group, LLC. and leader of “**Our New Scotland**,” he gave a hopeful testimony of what this opportunity would provide to students. He explained how

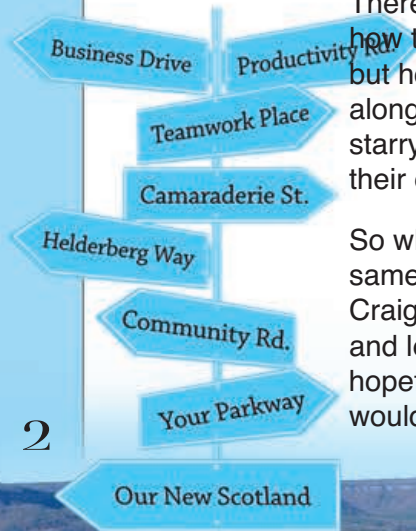
“tremendous knowledge locally exists and the student(s) would have a direct pipeline to that knowledge. The doors could be wide open here and an opportunity (*in my opinion*) is right in front of us. It would provide a variety of experience on real-world business structure and actual workflow which is invaluable at a younger age.”

WHAT THE INTERNSHIP WOULD ENTAIL

Like all internships, it would be interest based; with students who want to participate having the chance to do so. When a student indicates that they want to participate, they would be assigned to a local business within the community that most closely aligns with what the student is interested in for a career or what they would like to explore on a deeper level. The duration of the internship would be completed over two marking periods (equivalent to that of a semester), with a couple of hours of mandatory in-person training.

To keep the student motivated, they would receive ten hours of community service for the span of the internship. The hours that they would accumulate would help satisfy graduation requirements and any other club or activity that the student would participate in that requires volunteerism. This would be a crucial incentive for students who are seniors as a minimum of fifteen hours of community service are mandatory to graduate. For juniors, it would be the chance to add it to their college applications.

The student would be able to learn beneficial skills including how to run a business, how to start one, and how to navigate rough patches. Not only would a student be given guidance



on how to manage a business, but insight on how to run one. It would nonetheless, create a better-educated young adult who would have a plethora of knowledge on how to manage a business when it comes time for them to enter the workforce.

BUSINESS AND INTERNSHIP PROGRAMS

After discussing the prospective internships with a couple of locally owned small businesses, Katy Carl, mother of Victoria Carl who owns and runs Carl's Advanced Automotive & Truck Repair Center summed up their thoughts perfectly. Katy explained that "...there is no better opportunity for young minds to explore the possibilities of different jobs, skills, and careers. I firmly believe that in order to find your passion, you have to be able to experience what might work and what won't. An internship program is a great part of that process and I am incredibly supportive of such a program." Her daughter Victoria Carl, owner of Carl's Advanced Automotive & Truck Repair Center, followed up by saying, "... I love this idea! Giving students as many paths to discover and learn about will make all of the difference in their future."

With businesses on board to entertain the prospect of having students learn their trade, it nonetheless would help put the internship opportunities into motion. It would allow students to enhance their skills, expand their knowledge and gain insight into how to navigate the job; experiencing both the highs and lows that come with it. I soon realized that this would be a key factor that students would need to learn early on in their internship; one that would be pivotal in changing their mindset from imminent failure to imminent success.

A ROCKY ROAD

One of the most crucial details that the internship would offer would be, how to navigate through a rough patch. Jason Burleigh licensed massage therapist and owner of Genmai Massage Therapy explained his thoughts by saying, "I know I am not alone in saying that the Covid-19 pandemic had a major impact on our business. Genmai Massage Therapy ended up closing for 18 months. We did not wish to endanger ourselves, our family, or our clients, so we chose to play it safe. This resulted in us losing several clients. Some chose to seek massage elsewhere, some passed away, some moved out of state, some, we just did not hear from. To overcome this hurdle we just needed to start over again when we re-opened the doors. Get the word out that we were open, and provide excellent service. We did this by contacting all of our old clients and getting back to doing public

appearances (vendor events, farmers markets)." Likewise, when I asked Victoria Carl, owner of Carl's Advanced Automotive & Truck Repair Center if she faced any difficulties on her road to success she offered insight into how being a woman in a male-dominated industry was challenging when starting out. She explained how, "...Some of the bigger issues I faced at the beginning of this career path is the fact that I am a woman in a very male-dominated field. In both my high school BOCES classes and even into my two years of trade school I was absolutely a minority. Only 3% of the students that went to the same college I did were female. I had several people tell me this wasn't the right career path for a "girl" (Parents, Counselors, teachers, other students). Even to this day, I have customers who can't quite grasp that I am indeed the owner of my business! This is something that I will have to deal with for the rest of my career, believing in myself, my passion and my knowledge is all I have to remember. The people who embrace me, teach me, and love every part of my story are the only ones I try to remember!"

The perseverance that is encapsulated by Burleigh, Carl, and co-workers is what many young adults need to hear that want to go into proprietorship. And this is what I hit on earlier when I explained the hesitancy of students to go into entrepreneurship/proprietorship. **Having someone in your field explain that there is a smooth path after a rocky one will help to mold the student's perspective by showing that they will not succumb to the obstacles in front of them;** thus, changing the previous mindset that they've been told. Carl especially touched on the idea that many students may have to be in uncomfortable situations in order to continue with what will bring them happiness and the way you work with it will only make you stronger and more capable. Hearing these experiences will be a crucial piece of advice on how to navigate these types of situations that could potentially happen in the future.

CONCLUDING STATEMENTS

In the end, the internship program would allow students to seek out the job avenue they are looking for while gaining valuable experience in it. The internship would teach young adults the importance of dedication, communication, and perseverance. Not only would it allow the students to become acquainted with a future career, but would show students what life after college, community college, or high school would be like. This program would help to create well-rounded students with an eagerness to learn and a drive to create.

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The Football and Track Field at Voorheesville School.

VCHS – IN THEIR WORDS PT. 2

A YOUTHFUL TRANSITION

By Lily Zanello *



* Lily Zanello was a student at VCHS (CLASS of '21) that has written this article. We will be featuring articles from her and other students during the year.

This is part of an ongoing program to bridge the community along with the residents of New Scotland from within VCHS past and present and we welcome her continued career driven creative writing.

My childhood was filled with trips to the library, Kiwanis sports, and summer camps. Most of my graduating class had known each other since early elementary school. The sense of community in Voorheesville was constant. As high school came to an end, concerns about an unprecedented distance from my familiar support systems began.

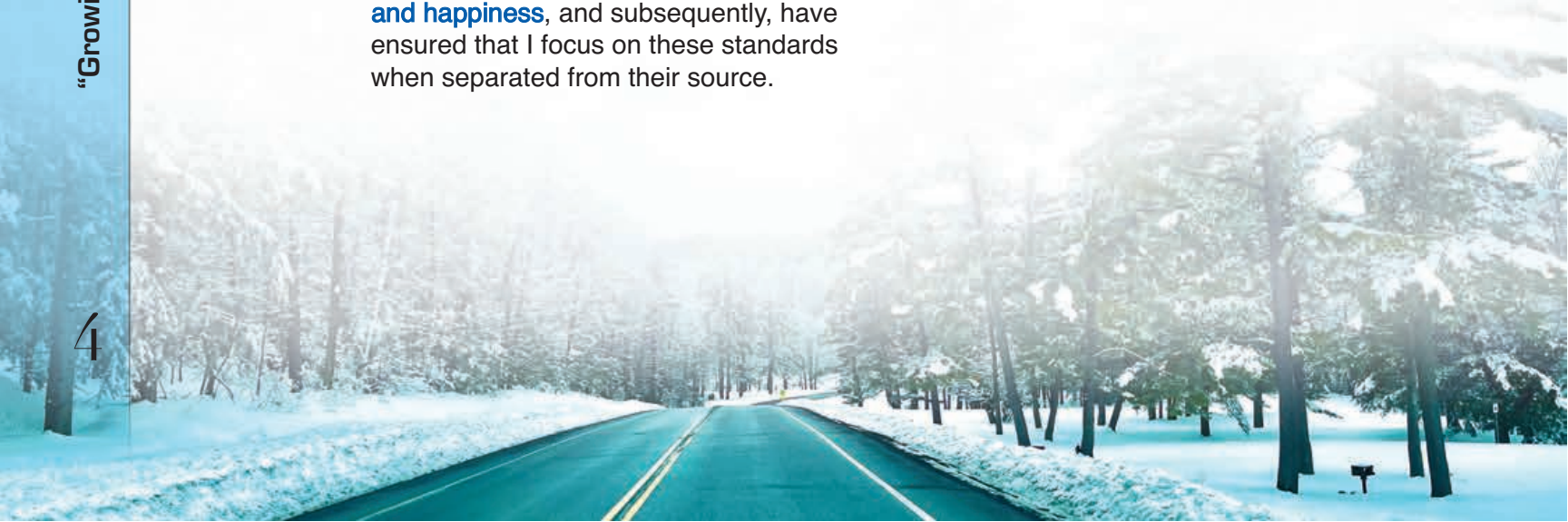
Early in my transition from high school to college, **the experience was largely defined by the commodification of “community” and the seemingly scripted interactions between myself and my new peers.** At school, the values that had defined my childhood quickly became sites of social frustration, not because I did not understand their significance or practice, but because the sense of ease operative to the community I was familiar with was so deeply entwined with my early social life that it had begun to feel like a given.

This transition has contributed immensely to my academic interests, my potential career goals, and how I make friends and find community away from home. **It allowed me to uncover the elements of genuine community that have helped me find success and happiness,** and subsequently, have ensured that I focus on these standards when separated from their source.

I study English and hope to eventually become a writer or journalist. I am interested in human interest and popular culture writing, and I believe that this focus has developed out of a recent recognition of the path that the Voorheesville community has cleared for me. **Writing about what people are interested in or advocate for and why, how they support each other and how this support is received, is fascinating to me because these questions and their answers have been a huge part of my life, yet went unexamined for most of it.**

Growing up in Voorheesville has influenced the way I communicate. I often find myself attempting to replicate the models for communal support that I have been provided with since childhood in my personal life and professional endeavors. The support drawn from positive interactions with others is the power of this community. Whether this is actualized through enthusiastic business groups, involved citizens, town-wide initiatives, etc., we offer something unique—yet universally necessary—to those who are not yet a part of it.

“Growing up in Voorheesville has influenced the way I communicate.”





OUR BUSINESSES – YOUR DESTINATION

HELDERBERG MOUNTAIN BREWING

83 Main Street East Berne
HelderbergMountainBrewing.com

As we work our way through the winter months, you can still swing by our cozy Tap Room here in East Berne as we are open all year! We offer a nice place to relax with friends, family, or bring in your furry friends as well! The real fake fireplace is always on, ready to warm you up!

We have 12 locally brewed beers on tap!



Our Tap Room is located at 83 Main Street in East Berne, NY, just 10 minutes from Thacher State Park. **In addition to our beer, we offer a large selection of quality NY made wine, and cider so everyone can enjoy themselves.** We are open Wednesday from 5 - 7 PM, Friday from 5 - 8 PM, and Saturday from 3 - 7 PM. Check our website, Facebook and other social media pages for event listings. Think warm weather as we are already booking music and food trucks, we have an exciting summer in store for this year!

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 we brew are hand crafted using as many 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!

HelderbergMountainBrewingCompany.com

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



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BECKER'S PROPERTY MAINTENANCE

(518) 728-2533

beckerspropertymaintenance.com



Beat the Spring Rush!

Thank you to all of our customers for a successful 2022 landscaping season! Before we know it, spring will be here. Please let us know if you are interested in getting a quote for any of our services listed below.

Hardscapes

We work closely with our customers to design and install a hardscape that meets your budget and needs. **We can create plans from the ground up, or install patios & walkways to fit into your existing landscaping.**

Let us help you make the most out of your outdoor space. Ask about Custom Patio & Walkway Design & Installation

Spring & Fall Clean Ups

Our clean ups include cleaning out all landscape beds and spring de-thatching of your lawn to prepare it for a healthy growing season.

Seasonal Mowing

Let us take care of it, so you can sit back and **enjoy the summer days.**

Mulch Application

Give your landscaping a fresh edge & some color.

Fencing

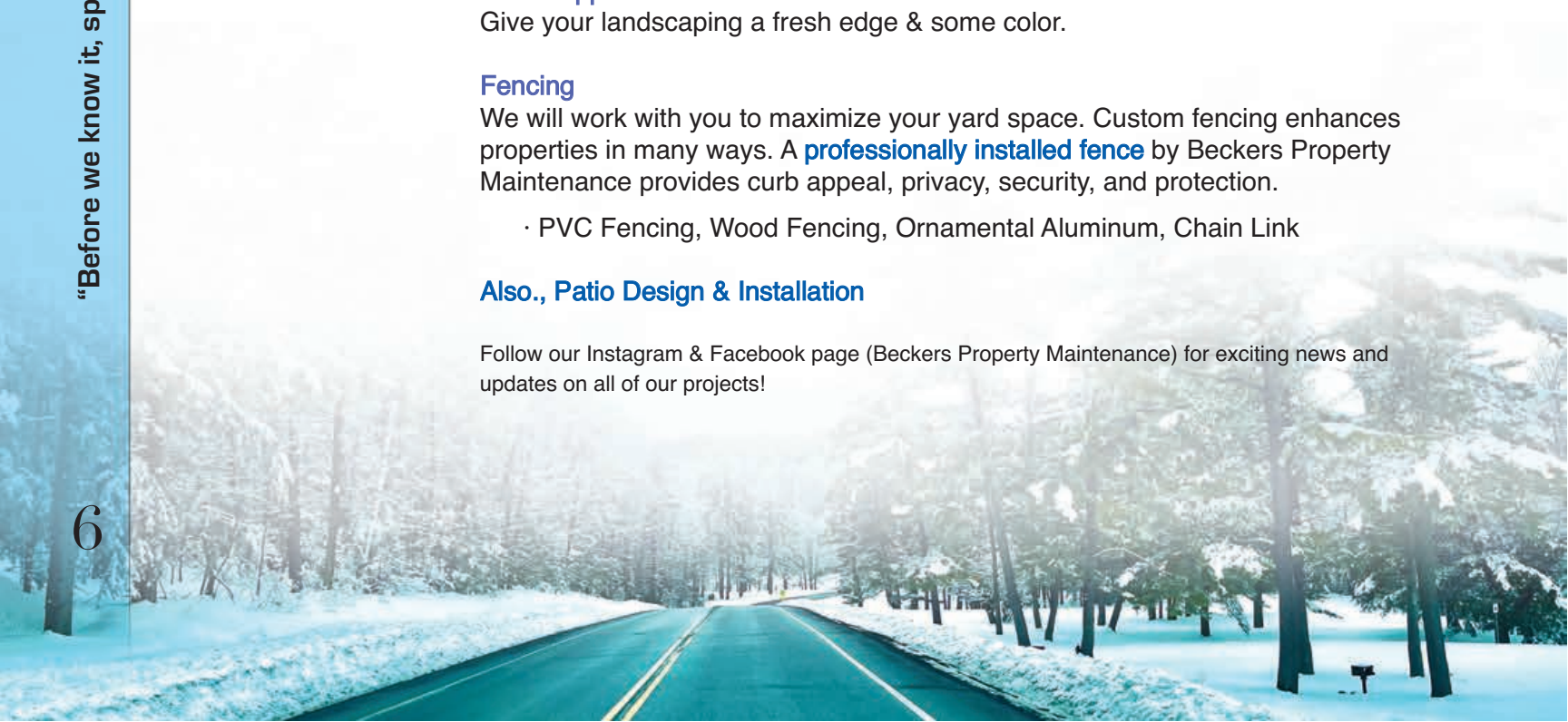
We will work with you to maximize your yard space. Custom fencing enhances properties in many ways. A **professionally installed fence** by Beckers Property Maintenance provides curb appeal, privacy, security, and protection.

- PVC Fencing, Wood Fencing, Ornamental Aluminum, Chain Link

Also., Patio Design & Installation

Follow our Instagram & Facebook page (Beckers Property Maintenance) for exciting news and updates on all of our projects!

“Before we know it, spring will be here. ... Let us help you, Love your property.”





OUR BUSINESSES – YOUR DESTINATION

GRACIE’S KITCHEN

39 Voorheesville Avenue
GraciesKitchenNY.com



Happy Spring!

Beginning 2023 as a formal member of the New Scotland Business Community is a real honor. This town is home to dozens of businesses, large and small, striving to enhance a community abundant with good people, good services, and a great environment. **Conscious that a rising tide lifts all ships, it is our pleasure to support existing businesses and welcome new as we work to connect more residents with more businesses in “Our New Scotland.”**

In the Kitchen, **our enormously popular German Night** will continue on March 10, April 21, May 19; and then be on break till the Fall. Consistently, our house made, family recipe meals of Rouladen, Sauerbraten, and Schnitzels generate comments of “wow, this is authentic!” so don’t miss out!

Our Fish Friday specials begin February 24 and continue through April 7. Enjoy our beer battered haddock or clam roll with our own yummy cole slaw and crispy fries. Or, for those who prefer fish baked, try our crab stuffed sole.

St. Patrick’s Day is rapidly approaching! Our now famous corned beef and cabbage meal, with family recipe soda bread and those seriously sinful Irish Car Bomb cupcakes, will be making a star appearance on March 17. Or, like last year, by special order for celebrations that week. Slainte!

Planning ahead for summer gatherings? **So many of our guests who enjoyed our cooking at their parties last summer are already booking for this year.** Our world championship awarded pulled pork, brisket, chicken, and ribs are just the beginning! Whether a charcuterie platter, classics like chicken parmesan, mac ‘n cheese, baked ziti, or your favorite family recipe, we can make it happen! Shoot us an email at gkinfo@gracieskitchenny.com to begin your planning!

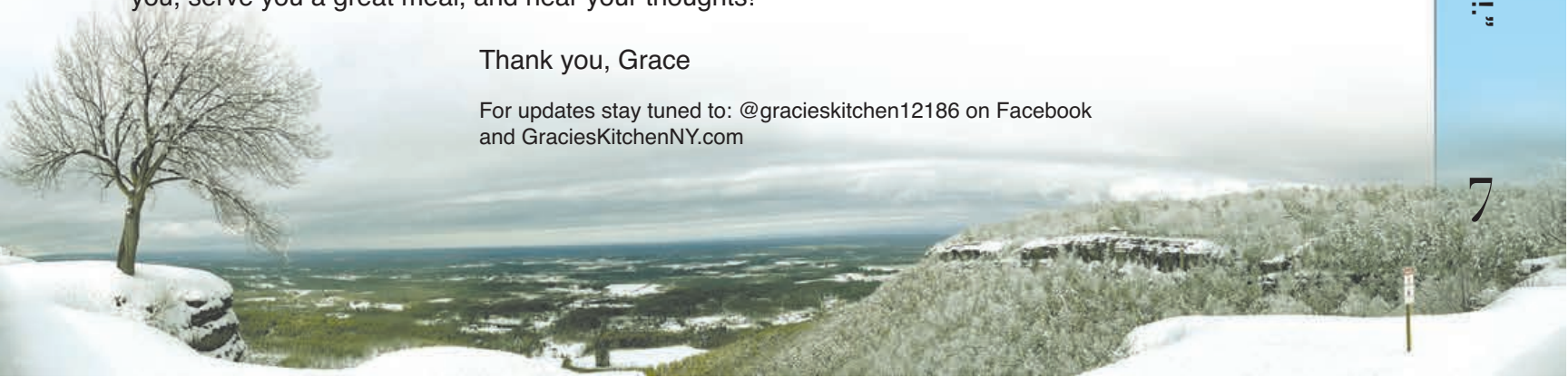
And speaking of summer . . . Ice Cream! We will be carrying another great assortment of Perry’s flavors as well as our rich, creamy soft serve. Want to join the gang? We’re currently looking for responsible people who enjoy working and won’t be annoyed by having to taste all the new flavors! Stop by or grab an application from GraciesKitchenNY.com before the cones start pouring!

Come connect with us! As we have for the past four years, our gang continues to be delighted to welcome you, serve you a great meal, and hear your thoughts!

Thank you, Grace

For updates stay tuned to: [@gracieskitchen12186](https://www.facebook.com/gracieskitchen12186) on Facebook and GraciesKitchenNY.com

“Gracie’s Kitchen is dishing up a whole lot of deliciousness over the next few months!”



“One of my greatest joys is capturing the connection between moms and kids.”

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SAMANTHA BAILEY PHOTOGRAPHY

samanthabaileyphotography.com



Hello!

I'm Sam, owner and photographer at Samantha Bailey Photography. I opened my doors in 2017 and have worked as a **family photographer for the past 5 years**. My family and I live right here in Voorheesville, and I have had the pleasure of photographing many families from Voorheesville and New Scotland. **One of my greatest joys is capturing the connection between moms and kids.**

New for 2023, I am now offering Small Business Branding sessions! This is a great opportunity for small businesses that are looking for intentional, professional imagery to grow their own brand. This type of photography includes headshots of you and your team, product images, the creative process and tools of the trade, and your work environment. After scheduling a call or meeting with me, we will work together to discuss your brand, and **create a shoot plan that will ensure the best use of your time during the photo shoot**. Investing in brand imagery saves you time and gives you content for your website and social media that can help bring in more revenue for you!

If you are a small business owner and are interested in discussing a session, please reach out to me! I'd love to get to know you and your business!

Happy New Year!

Sam

Samantha Bailey
PHOTOGRAPHY





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OUR BUSINESSES – YOUR DESTINATION

SHUFELT GROUP MARKETING/DESIGN

(518) 669-1166

theShufeltGroup.com

itsaboutyou.

Celebrating 25 years, Shufelt Group is built on the belief that the client is the central figure in the Group that makes great marketing to build your business.



Guided by Craig Shufelt, a close-knit cohort of professionals play key roles in EXPOSING your business through a variety of media. You, the client, are the one who best knows your business and your optimal audience. The Group's collaboration on design, methodology, and message provides you a vast array of options that effectively expose your business.

Graphic design, website design and customized support, social media strategies (SEO), **identity branding, and print media from newsletters and direct-mailers to calendars, signage, brochures and local advertising** on placemat locations ... attention grabbing design and content by **Shufelt Group will get you noticed!**

Celebrating 25 years in the marketing arena, Shufelt Group President Craig Shufelt is proud that year after year, over 96% of his clients continue their work with him and return for new projects moving forward. **Craig asks insightful questions and develops solutions for your unique challenges** whether your business is a sole proprietor, a local government, or a vast commercial enterprise.

We pride ourselves on attention to detail. The nuances of consistency in branding across a broad array of marketing methods make you and your product known to your target audience.

Check out some of our favorite projects at theShufeltGroup.com; then contact Craig to get your brand exposed to the next level! (**Our new website is coming Spring '23**)

You have my word on it!

“Celebrating 25 years, Shufelt Group is built on the belief that the client is the central figure in the Group”



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GENMAI MASSAGE

13 Drywall Lane
(518) 878-4522
genmai.massagetherapy.com



Excellent Bodywork with Extraordinary Results!

Their commitment to one another began 2,500 feet in the sky, getting engaged in a hot air balloon over the rolling fields of Glens Falls, New York. **Both raised in the Capital District, Jason and McKenzie Lee Burleigh, LMT, then committed to helping and healing their community at their studio, Genmai Massage Therapy.**

McKenzie Lee opened Genmai Massage Therapy in 2009 and independently operated the studio until 2018. She then happily welcomed her husband and now colleague, Jason Scott Burleigh, LMT to the practice. Genmai Massage Therapy's studio is located in the village of Voorheesville, New York, and provides a lovely, private space where clients are encouraged to unwind and rejuvenate. All their clients enjoy the use of a heated hydraulic massage table. Taking into consideration the mobility and comfort of their clients, the hydraulic lift lowers the massage table slowly and provides a safe and easy way to get on and off the table.

McKenzie and Jason are New York Licensed Massage Therapists, members of Associated Bodywork & Massage Professionals, certified in Swedish Massage Therapy and can provide specialized therapies to meet their client's individual needs. McKenzie specializes in Myopathic and Deep Tissue Therapy and Jason specializes in Myofascial Release and Sports Massage Therapy.

We work by appointment only. Please call, text, or book online to schedule!

Jason Burleigh, LMT is accepting new clients at the studio, available for mobile massage therapy, outdoor events, and can be reached at (518) 878-4522 or email him at jasonburleighlmt@gmail.com for any questions or concerns. Appointments can also be scheduled online at Genmai.MassageTherapy.com

McKenzie Lee Burleigh, LMT's schedule is currently at capacity with her (**amazing!**) existing clients, and she is not able to take new clients at this time.

In good healing and health,
McKenzie Lee and Jason Burleigh, LMT

“ ... committed to helping and healing their community at their studio.”



IO



OUR BUSINESSES – YOUR DESTINATION

NEW SCOTLAND SPIRITS

Buy Locally or Order Online
newscotlandspirits.com



That's the Spirit!

New Scotland Spirits distills single malt, rye, wheat, and bourbon whiskies from grains grown in our beloved hometown of New Scotland, NY. Now entering its second year of operations, the company is poised to bring its community spirit—or, rather, its community spirits—to the broader Capital District and beyond.

We're here because of the incredible support our fellow New Scots have shown us. Both as voices of encouragement and as loyal customers, you've helped us exceed our initial expectations and manifest our dreams. **We hope our "Helderberg Whiskies" bring merriment and fellowship to your own lives;** enjoy them with the friendly neighbors and neighborly friends with whom we all share this special little corner of Planet Earth.

SUPPORT YOUR LOCAL RETAILER!

At NewScotlandSpirits.com, you can find a list of all the small businesses which offer our products. Give them your business, and sip the terroir of upstate New York.

FOLLOW US ON SOCIAL MEDIA!

facebook.com/NewScotlandSpirits
[Instagram.com/NewScotlandSpirits](https://instagram.com/NewScotlandSpirits)

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 —"



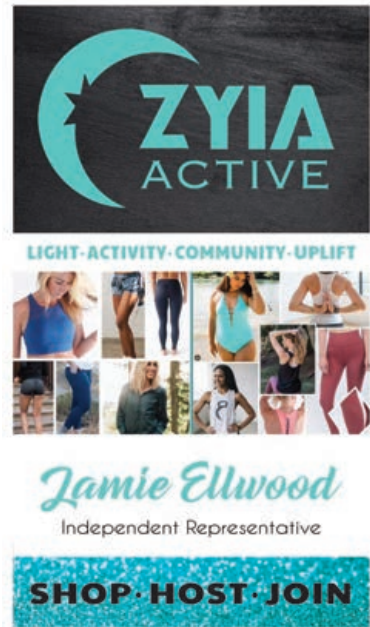
“Think of me as your own personal shopper, available for guidance and recommendations.”



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ZYIA ACTIVE

Jamie Ellwood
Independent Representative
www.myzyia.com/JAMIEELLWOOD/



Light • Activity • Community • Uplift

Hi, my name is Jamie and I am your local Zyia Active Representative. Keeping my clients comfortable and confident each day so that you can be the best version of you is my goal :). **Think of me as your own personal shopper, available for guidance and recommendations as you search our pieces for the perfect style, design and fit.**

Want to try it before you buy?

I offer “drop off bags” which contain a few of our popular items so you can get a feel for material, sizing, etc. Want to do a little browsing in person? Let’s make an appointment or set up a party and you can browse the wide variety of items I keep in stock. Zyia is for everyBODY, so give me a shout and let’s get started!

Jamie Ellwood

www.myzyia.com/JAMIEELLWOOD/





OUR BUSINESSES – YOUR DESTINATION

MARY KAY – THE BEAUTY OF YOU

Krina Cozart
Independent Beauty Consultant

This year Mary Kay is celebrating it's 60th anniversary AND **I am personally celebrating my 10 year anniversary with the company with this special promotion!** I am honoring women who are making a difference in my Legacy Changers Portfolio! All participants will be treated to a luxurious, one-of-a-kind beauty experience with me and given the opportunity to share their unique advice with women in their community.

Nominate a woman you know who has positively impacted the lives of others and their communities & give her the recognition she deserves for creating a legacy of being a woman of excellence!

Please send your nominations to my email krina_cozart@yahoo.com with the subject Legacy Changer nomination.

I am looking forward to meeting the special women in our community who are making a difference!

Krina

www.marykay.com/kcozart

(518) 573-8078

<http://www.facebook.com/groups/krinasbeautyhub>

WAYS TO WIN KENDRA SCOTT JEWELRY!

- ALL Guests...** will be entered into a special participation drawing. One person will receive a piece of Kendra Scott jewelry. PLUS \$200 donation will be made to the MK Charitable Foundation in their honor!
- The Guest...** with the most "likes" from their #legacychangermk60 social media post. The Guest and her Consultant will win a piece of Kendra Scott jewelry! PLUS a \$200 donation will be made to the MK Charitable Foundation in the Guest's honor!
- The Consultant...** with the most entries over 60 wins a piece of Kendra Scott jewelry! PLUS a \$200 donation will be made to the MK Charitable Foundation in the Consultant's honor!

“Nominate a woman you know who has positively impacted the lives of others and their communities ...”



“We provide driveway safe dumpsters on wheels and have two sizes to choose from.”

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OUR BUSINESSES – YOUR DESTINATION

CLOSE QUARTERS DUMPSTER RENTALS

48 Voorheesville Avenue
rollingdumpster.com
(518) 414-2948

Close Quarters Dumpster Rentals is a new young business in Voorheesville. We provide Voorheesville and the surrounding communities a way to **declutter your house or business**. We are also here for other projects like home renovations.

We provide driveway safe dumpsters on wheels and have two sizes to choose from. We are a professional locally owned company specializing in prompt personal service.

Our slogan is: **We Drop It, You fill it, We Pick It Up. It's that easy.**

We are not a service you use everyday but keep us in mind and when your friends and family are talking about their cleanouts or projects.

We can be reached at: rollingdumpster.com Call or text (518) 414-2948





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**. Specific areas of concentration include:

- Commercial/Residential Building Design, layout, and Permitting.
- Site Designs and Permitting
- Mechanical/Plumbing designs
- Environmental Site Assessments and Remediation
- Environmental Monitoring and Permitting
- Construction services and Monitoring
- Environmental Consulting.

We have over 35 years of engineering and construction services experience and can provide for virtually all aspects of the project.

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



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OUR BUSINESSES – YOUR DESTINATION

ADVANCED CAR WASH

48 Voorheesville Avenue
advancedcarwashny.com
(518) 765-3278

Advanced Car Wash has been **servicing Voorheesville and the surrounding communities for 32 years**. We have prided ourselves in always providing a clean and safe environment for your car care cleaning needs. Our equipment is maintained at the highest level to provide you with a trouble-free experience.

Our self-service bays offer many options including wash, foaming brush, wax, dryers, and tire shine just to mention a few. Our high-powered vacuums also offer options with a fragrance machine and a carpet shampooer.

Our Automatic Bay is a Touchless InBay Automatic. **If you don't want to do it yourself just sit back and let the wash do it for you.** We offer Unlimited Wash packages for the Automatic Bay and discounted Loyalty Cards that can be used anywhere in the wash. They can be purchased Online at advancedcarwashny.com or by calling 518-765-3278.

The car wash is **open 24 hours a day for your convenience**. Please visit us and enjoy your car washing experience!

Timm Baldauf owner
48 Voorheesville avenue
Voorheesville





OUR ...

New Scotland

business community

OUR MEMBERS – YOUR LOCALS

“OUR” NEW SCOTLAND
in the Town of New Scotland

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

- Advanced Car Wash contact: Timm Baldauf
- Ballston Spa National Bank contact: Teresa Zwinge
- Becker's Property Maintenance contact: Joseph Becker
- Carl's Advanced Automotive and Truck Repair Center contact: Katy Carl
- Close Quarters Dumpster Rentals contact: Timm Baldauf
- Elemental Landscapes contact: Jerry Parmenter
- Genmai Massage Therapy contact: Jason S. Burleigh
- The Gourmet Cupboard contact: Karen Finnessey
- Gracie's Kitchen contact: Grace Thompson
- Hartmann Financial Group contact: Stephen Hartmann
- Helderberg Mountain Brewing contact: Mike Wenzel
- Hennessy Engineering and Consulting contact: Bill Hennessy
- Keller Williams Capital District contact: Stefanie McMahon-Martin
- Mary Kay Cosmetics contact: Krina Cozart
- New Scotland Spirits contact: Jesse Somer
- Northern Barrell Brewing contact: Chuck Rosenstein
- The Phillips Agency contact: Tedd Phillips
- Serendipity Day Care Center contact: Kate Novitsky
- Samantha Bailey Photography contact: Samantha Bailey
- Shufelt Group Marketing & Design contact: Craig A. Shufelt
- Zyia Active contact: Jamie Ellwood

Please visit our wonderful local businesses.

Thank you all for your support!

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.



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.

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



The Football and Track Field at Voorheesville School.

DID YOU KNOW?

COMING IN THE NEXT ISSUE

thoughts, history, & just things in general

We will be developing our newsletter a bit more with each quarter, with each issue ...

Watch us grow and with that this will be a page dedicated to random thoughts and informational clarity ... some of the common sense of it all and some just hopefully not so common.

Stay tuned in as we're sure to keep wowing "OUR" audience.

Thank you and keep supporting **local**.

"Stay tuned in as we're sure to keep wowing "OUR" audience.."





OUR MEMBERS – YOUR LOCALS

“OUR” NEW SCOTLAND
in the Town of New Scotland

Your Business Could be being promoted here:

We share a vision of enhancing the Town of New Scotland by creating a community connecting local business owners with residents. 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. We are strengthening New Scotland for businesses and residents alike!

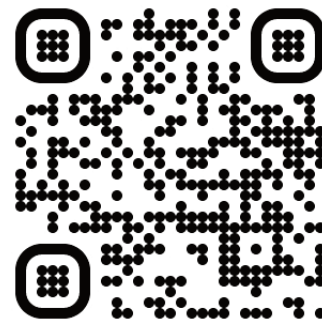
NSBD welcomes all types of businesses, from direct sales and services to brick-and-mortar retail, as well as non profits and associations. We offer a range of opportunities from sharing inspiration and connections, to group marketing as we expand avenues to support businesses in New Scotland. We are excited to help all businesses thrive in and around Our New Scotland!

Please scan our QR code or visit our website and **JOIN US TODAY.**

www.ournewscotland.com/join

Thank you all for your support!

OurNewScotland.com
local.



Please scan our QR code
or visit our website and
JOIN US TODAY.

“We are strengthening New Scotland for businesses and residents alike!”

OUR NS – 2023 Membership(s) Available	PREMIER (core team only)	PARTNER (full)	AFFILIATE (light)	CIVIC ASSOCIATION	SOCIAL	SPONSOR (contribution TBD \$)	BASIC (Bus. In-Town only)
** Annual Fee Per Business:	\$350	\$350	\$300	\$300	\$100	Individual	No Charge
* 2023 Member Benefits							
Micro listing – on website only							X
Full contact info.(w/ web/ph./address			X		X		
Full contact info. PLUS descriptive digital and print listing	X	X		X		X	
Member Window Sticker	X	X	X	X		X	
NSBD communication with local governments (Town, Village . . .)	X	X	X	X	X	X	X
Email news blasts & marketing <i>(via Constant Contact)</i>	TBD as both budget and maintenance/capacity allow						
Meeting Participation sharing information, inspiration, comradery, solutions	X	X	X	X			
Submission for Quarterly Newsletter	X	X		X			
Our New Scotland leadership team	X						
Committee membership	X	X					
Voice in decision making	X	X					
Access to current NSBD Membership Directory listing	X	X					
Semi-Annual Social Mixer(s)	X	X	X	X	X		
Holiday Celebration Year-End Event	X	X					
* 2023 Requirements							
Letter of Understanding	X	X	X	X			
Attend 9 of 12 Meetings	X	X					
Active Committee Work	X	X					
Attendance At Vendor Fairs / Community Day / Other Events	X	X					
Active response to communications	X	X					
Attend a full NSBD meeting prior to joining – Come meet us.	X	X	X	X		X	
* Additional Benefits							
	NOTE: All items with (\$) indicate additional costs are likely and divided up based on participation & audience.						
\$ Quarterly 12186 mailers	\$	\$		\$			
\$ Submission for Coupon Sheet(s) for newsletter/local distribution	\$	\$					
\$ Vendor Fair(s) participation	\$	\$	X				
** COMMUNITY DAY Aug./Sept '23 ?	\$	\$				X	
Planning	X	X				X	
Participation	\$	\$		TBD			
\$ NSBD Passport page	\$	\$		TBD			
Discount most added costs for above defined efforts - level TBD per	X						

* Please reach out to us with any questions, benefit descriptions and/or any business related issues we may be able to assist with.

** Memberships are not Tax Deductible as we are not currently registered as a charity organization.



Send this form along
with your payment to:
Our New Scotland
PO Box #71
Voorheesville, NY 12186

(Internal Use Only)
Number:

New Scotland

the business district

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

OUR NEW SCOTLAND 2023 MEMBERSHIP SIGN UP FORM

Valid through 12/31/23

Business/Company Name _____ Lead Contact First/Last Name _____

Website _____ eMail: _____

Street Address _____ City _____ Zip _____

() _____ () _____ O (same)
Best Phone for Member Contact Best Phone to list on business directory

Business Plans/Goals for 2023?

What benefits do you hope to realize from joining NSBD?

What talents or resources might you bring to the NSBD?

What would you like to see for businesses in our town?

How did you learn about NSBD?

_____/ 2023

Signature _____ Date _____

I GIVE THE NSBD PERMISSION
TO USE MY BUSINESS
INFORMATION TO PROMOTE
MY BUSINESS:

Yes No

PLEASE SELECT YOUR LEVEL:

PREMIER \$350
(CORE TEAM APPOINTED ANNUALLY)

PARTNER \$350

AFFILIATE \$300

ASSOCIATION \$300

SOCIAL \$100

SPONSOR \$ _____

CHECK ENCLOSED?

Yes No

CHECK #: _____

* PLEASE MAKE CHECKS
PAYABLE TO:

"OUR NEW SCOTLAND"

