

OUR ...

New Scotland



business community

Our New Scotland Business Community (NSBC) strives to support, promote, and grow business in and around the Town of New Scotland.

WE "OUR" GETTING HOT UP IN HERE!

Welcome back once again 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.

Now that we're off the ground, we begin to accelerate off the ground floor and into the details. The vision of business to resident and EXPOSURE builds with each conversation, with each acknowledgement, with each energetic step forward that we all make as individuals each day. It's EFFORT!

With this effort we will expand through the summer and reach out to grow our businesses as a collective whole; all while we move onward as individuals too.

HOT NEWS! – It is with utmost excitement that the announcement of our first annual "Community Day '23" is upon us – August 20th in Nichol's Park (behind the Legion Hall). Our members are very excited to present this fun filled day with the band "Red Haired Strangers" and Food and Family fun... but most importantly, a re-introduction of our businesses; some of which you'd be surprised to know exist in our unique town. The challenge will be to promote our special day to you the local

residents and other business owners that we are trying to show how special we all are. As we have reached our first official six months in, it's remarkable the now weekly chatter that people are hearing about the magic we are making. We continue to PROMOTE everyone through tools like social media, this newsletter, monthly meetings at local member businesses, our website and now at Community Day too.



* Our New Scotland Business leaders met at Helderberg Mountain Brewing Co. for our June '23 monthly meeting.

As we approach the second half of '23, please join us in our challenge ahead and spread the word! Who's in?

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

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

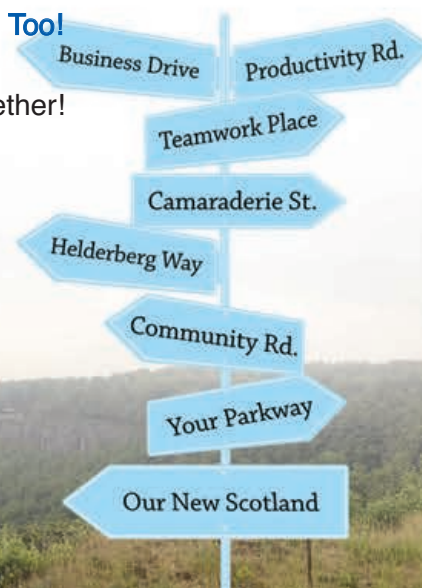
Craig A. Shufelt,
Our New Scotland

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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.



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The Football and Track Field at Voorheesville School.

VCCHS – IN THEIR WORDS

NOT JUST A GRADUATION SPEECH '23

By Grace Reeve *



* Grace Reeve is a graduated senior student at VCCHS (class of '23) 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 VCCHS and we welcome his career driven creative writing.

Well, what do you know...the day that seemed unreachable, so far in the future... it's here. Today...is graduation day. The sentence, "Have a great summer, see you in the fall," is not something we are able to say to each other anymore. Instead, we say goodbye to each other, our teachers, our best friends, and families. We say goodbye to Voorheesville.

I've gone to school at Voorheesville since kindergarten, and lived here since the day I was born so it's easy forme to call it home. And I know that's something a lot of you can relate to.

Over the years, we have found our way into becoming our true selves. **We've found our individuality, our own identities, maybe what you're passionate about or even your morals.** These are things that have made us become so different from each other, but in the best way possible as we've grown into our own unique personas to carry through life. But, right now at this very moment, we all have one thing in common. Together, we share this accomplishment.

Together, we did it. We persevered through 13 roller coaster years of school. If we're being real though...it felt more like 13 seconds. I'm pretty sure it was just yesterday that I was walking on to my kindergarten bus with my cute little light up sketchers, a backpack that was bigger than me, and tears strolling down my tiny little face as the shyest

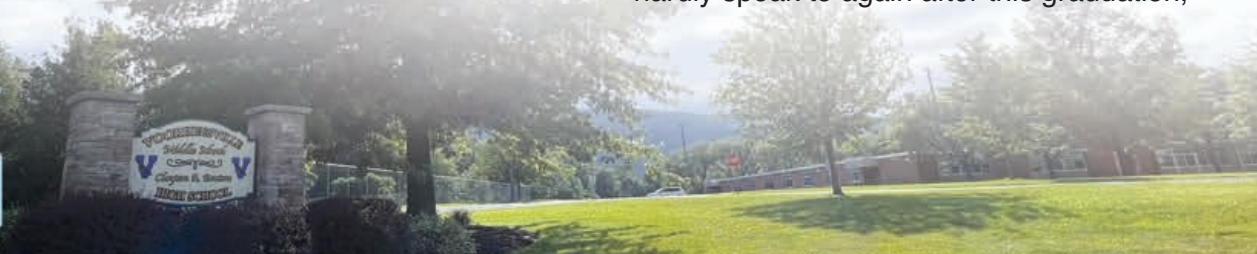
little 5 year old girl was about to experience her first day of school. Mom, Dad, ... I think you guys can agree with me on that one.

Where'd all the time go?
All our days here... so precious and so cherishable.

Now, I won't lie, there are some things about Voorheesville that have made my life interesting to say the least. For example, as I'm sure most of us know by now, it's pretty clear that everyone knows everything about everyone and that isn't something you can hide from. I guess that's a typical trait of any small town, but in reality I'm actually thankful for it because it genuinely has taught me some hard, but real, and valuable life lessons. This includes the fact that building trust should take time, you must be aware of who your true friends are, and that **no matter what, people are going to have something to say about every little thing you do**, and that is simply something that you are going to have to accept for the rest of your life.

I won't harp on those types of things too much though, because at the end of the day, Voorheesville has gifted me with some of the greatest, most wonderful people. All of you, my fellow graduates. A few of them are very special. People that I know are going to be lifelong friends of mine, attend my wedding, and meet my kids one day. And then there's also the people that I may hardly speak to again after this graduation,

“ ... our own identities, maybe what you're passionate about or even your morals. “



but that doesn't make them any less significant. These are people that I probably would have never become friends with if it wasn't for specific classes we both happened to be in, school sports, even just being locker neighbors with the same people for 4 straight years, little things like that. But because of it, I was able to share countless laughs, friendly hallway smiles, and unique memories with almost all of you. And that brings me to one of my many admirations of quaint little Voorheesville- that I think I've been able to have a conversation or at least a memory with every single person wearing a cap on their head right now. Even though these may have all just been little high school friendships, they are still unforgettable to me and it's one of the aspects I will forever appreciate most. On the last day of school, Ms. Simon (the best anatomy and chemistry teacher out there) said something that I think is worth repeating, **"There is no price tag on the people you grew up with"**. She expressed what I'm trying to say perfectly. You are going to make so many more amazing friends throughout your life, but the connection you have with the people sitting next to you right now, it's irreplaceable.

The sense of community that you feel here is one of a kind and so special. Think about just a few weeks ago with Memorial Day parade, parties all day long, food, fireworks. A whole village of little kids, returning college students, elderly, literally everyone, coming together for an entire day to celebrate. A Voorheesville tradition that has been going on for years, and is something that I believe really represents the true character of Voorheesville and what it's all about. Thankfully, this is something that we'll be able to come back to for years to come as we reconnect with each other.

There's a million more things that deserve mentioning. Whether it be the iconic wooden playground that is unfortunately now in the graveyard, Kiwanis soccer, Thatcher Park, Saturday morning breakfast at a local spot, or of course the amazing teachers. I could spend all day talking and reminiscing about growing up here.

So to Voorheesville –thank you for giving me my childhood, for teaching me how to take on life, showing me the most wonderful people, and thank you for becoming my home, that I will always consider home no matter where I end up one day. The heart and love that we have grown for this place is what makes change such a hard thing to do. Moving on from where you've become so comfortable, so rooted in, and familiar with... to a new place where we must figure things out all over again. If we're being honest, it seems pretty scary.

However, when I do get scared thinking about leaving, I remind myself how much the world has to offer outside of Voorheesville. There are so many more opportunities, places to see, people to meet. People that are going to love you and everything about you... people that we don't even know exist yet.

So yes, the future can in a way be unsettling, but it's not something we should fear. Instead, we should embrace it as a challenge that we will take on with full force. A challenge that we have been preparing for our entire lives and are more than ready for. That brings me to another thing Ms. Simon mentioned on the last day of school. The fact that even though people often say these were the best years of our lives, we should instead make it a goal of ours for it to only go up from here. Make your 20's even better than these years, your 30's even greater, and so on. You are in control of your life and what you make of it. **So, Class of 2023, make it great, and make it count.** Go out into the world and explore, try new things, take risks, and have no regrets.

The Lumineers said it best, "Cause' if we don't leave this town/We might never make it out"

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Landscape Design at Voorheesville Clayton A. Bouton High School and Middle School Entrance Sign as created by Elemental Landscapes.

VCHS – IN THEIR WORDS PT. 2

A HIGH SCHOOL EXPERIENCE

By Cooper Layman *



* Cooper Layman is a senior student at VCHS (class of '23) 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 his career driven creative writing.

As a Voorheesville local my entire life, I feel uniquely qualified to point out some of the one-of-a-kind opportunities our high school provides inside and outside the classroom, and as part of the Town of New Scotland.

For over 15 years, it has been a graduation requirement at Voorheesville Central High School that each student provide 15 hours of community service during their senior year. In my experience, this community service could be utilized by the community more than it currently is. Community service can be incredibly rewarding for both the student and the person or organization being served. It can be as simple as cleaning up the area around your local store, or as complex as helping set up a charity event with an organization. The only limitations are your imagination, and that it must have some element of doing good for the public.

AN OPPORTUNITY

If you see a street that needs cleaning, a job that needs doing, or a service that needs to be provided, before you look to the yellow pages, look to the High School. Local youth can help fuel local businesses and I encourage all of you to reach out to try to integrate your business with our local school! **The “Hand and Heart” award, sponsored by Elemental Landscapes, is a perfect example**

of such an integration. The Hand and Heart award provides scholarships to students who are developing skills in technical tracks. These scholarships not only reward students, but also produce specialists to integrate into our local businesses.

Local businesses might consider partnering with VCHS for local training programs, special events, or other experiences that may provide some educational value. This type of partnership is another powerful kind of exposure for any local business.

Every day I drive to school and go past the same impressive stone sign at the entrance. I wondered who made it, and just last week I got my answer. Elemental Landscapes is a local company owned by VHS Grad, Jerry Parmenter. Elemental Landscapes is one excellent model in the way they work with the high school and give back to the community.

Heartscapes, including baseball dugouts, the signs for the school, and work on the new playground, is a project of Elemental Landscapes. **This type of project is a great way to give back to the community, while also benefiting the business by providing valuable exposure.** Increasing support and integration with VCHS is a valuable effort for local businesses, students, and Our New Scotland as a community.

“Local youth can help fuel local businesses ...”



VCHS – IN THEIR WORDS PT. 3

INFLATION AND COMMUNIAL RELATIONSHIPS

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.

INFLATION AND COMMUNIAL RELATIONSHIPS

As an English student with an extremely limited understanding of the economy, my grasp of inflation is largely derived from my weekly trips to Target incrementally becoming more expensive. For small businesses—specifically those that have carved out significant identities in their communities—without the resource reservoir, public perception and power of large corporations, the effects of inflation result in relatively high stakes.

Grace Thompson, owner of Gracie’s Kitchen, cited the continuous influence of the COVID-19 pandemic as well as the comparatively unique economic conditions of small businesses as significant when approaching inflation from a business owner’s perspective.

“While still recovering from the pandemic recession, we are unable to absorb the price increases seen all across the economy without passing that along to our consumer,” Thompson wrote in an email. “It becomes increasingly difficult to balance our cost of doing business with providing a fairly priced, quality, enjoyable experience.”

Local businesses are integral to the regions in which they belong, not only because they meet unmet needs, but also because of their social pull. It seems that, especially in smaller communities, local businesses have the social power to provide services beyond those they may have initially set out to perform, generally contributing to the environment and/or atmosphere on a broader scale.

Of course, this relationship emphasizes the positioning of the individuals who run and maintain the businesses. While discussing the service industry in particular, Thompson noted some of the effects of inflation that directly influence people seeking employment and/or making career moves to address said effects.

“Those who make their living in the service industry are facing the same higher cost of living we all are, and justifiably choose employment in those larger, higher priced venues where if the prices are higher, the wages and tips are likely to follow suit,” wrote Thompson.



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The Football and Track Field at Voorheesville School.

VCHS – IN THEIR WORDS PT. 2 CONT'D

INFLATION AND COMMUNIAL RELATIONSHIPS

By Lily Zanella *

Inflation inherently has the effect of distancing businesses from the communities that they serve and in which they function. It can strain the relationship between local small businesses, their employees, and their customers: all community members. An issue as sweeping as inflation cannot be expected to be completely fixed on the level of the individual. **In this sense especially, the existence of the New Scotland Business Community—the physical organization itself as well as the more explicit recognition of the community as a whole—is significant in its existence.**

Thompson expressed the notion that individuals should engage with local businesses in the ways they are able to at the time.

“Mindful that all members of the New Scotland Business Community are your neighbors,” wrote Thompson, “[you] can help by supporting each other and spreading the word.”

“[you] can help by supporting each other and spreading the word.”



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OUR BUSINESSES – YOUR DESTINATION

OUR FIRST COMIC SERIES

We hope you enjoy the attempt at humor as it relates to business and hopefully lyour ocal business as we grow toward tomorrow.

THE PERFECT HELDERBERGER

COMIC SERIES V1.1

By Harold Gosling *



*Harold Gosling, VCHS Class of '89 contributes to connecting Our New Scotland businesses with residents. We welcome his creative artistry!

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 his continued creative artism.



"We hope you enjoy the attempt at humor as it relates to business."



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OUR BUSINESSES – YOUR DESTINATION

BECKER'S PROPERTY MAINTENANCE

(518) 728-2533

beckerspropertymaintenance.com



Continue the Summer Streak!

Thank you to all of our customers for a busy 2023 landscaping season! Before we know it, fall 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, fall will be here. ... Let us help you, Love your property.”

Business Drive

Productivity Rd.

Teamwork Place

Camaraderie St.

Helderberg Way

Community Rd.

Your Parkway

Our New Scotland





OUR BUSINESSES – YOUR DESTINATION

GRACIE'S KITCHEN

39 Voorheesville Avenue
GraciesKitchenNY.com



ALVIN!!!! That poor, adorable chipmunk was always getting yelled at for doing something wrong. So, too, was his namesake, our soft serve ice cream machine. Many of you have been introduced to our Alvin, or seen his nametag, or certainly enjoyed so many of the creamy, rich cones he poured. But, he was always getting yelled at when he didn't do things right. Sadly, our Alvin, the soft serve machine, poured his last cone and had his name yelled one last time in September. Replacing our Alvin is cost prohibitive. Simultaneously, our ice cream distributor was sold to a large national company who has been unresponsive to our small business. It seems the labor shortage is impacting businesses large and small, and those big corporations might choose to serve those high-volume businesses so they can stay profitable. Gracie's Gang had a great time serving ice cream since the first summer of the pandemic. Our Ice Cream Station served as a center for friends and neighbors to connect in a safe outdoor space. That was one of the many adaptations we made in order to stay afloat through the pandemic. That stage appears to be over; **we regret that we are unable to open the Ice Cream Station this season.**

And now, it's party time! We are busy fulfilling a large number of catering orders and look forward to a summer season filled with BBQ and so many other dishes we're conjuring up. So many of our guests who enjoyed our cooking at their parties last summer are already booked 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!

Don't miss our delectable pulled pork to be served at the Punkintown Fair, supporting the New Salem Fire Department, on July 20, 21, and 22!

Continuing 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."**

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! **The Ice Cream Station will be operating within restaurant hours, serving some of your favorite Perry's flavors. We regret that we're unable to serve the full spectrum of ice cream treats this season.**

@gracieskitchen12186 on Facebook and GraciesKitchenNY.com

Thank you, Grace

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

OUR ...

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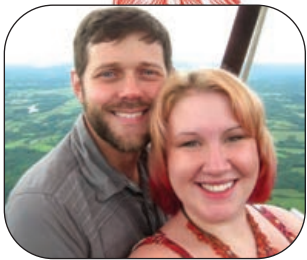
business community



OUR BUSINESSES – YOUR DESTINATION

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.”





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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."

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

OUR ...

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OUR BUSINESSES – YOUR DESTINATION

MARY KAY – THE BEAUTY OF YOU

Krina Cozart
Independent Beauty Consultant



Did you know that I offer complimentary skincare & color consultations?

As your local Mary Kay beauty consultant, I want to help women feel confident & smile when they look in the mirror! It can be difficult to figure out exactly what your skin needs and which makeup is right for you and that’s why having a beauty consultant is so valuable!

I will help you simplify your routine and be a resource when skin concerns pop up or you need help looking your best for a special event! Call or text me any time to set up your complimentary consultation!

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>

#legacychangermk60
Legacy CHANGERS
THEN. NOW. ALWAYS.
January 1 - March 2

60 FACES 60 DAYS
KENDRA SCOTT

IN PREPARATION FOR MARY KAY'S 60TH ANNIVERSARY, WE ARE HONORING LEGACY CHANGING WOMEN WHO ARE MAKING A DIFFERENCE IN THE LIVES OF OTHERS AND THEIR COMMUNITIES.

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 \$100 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 wins a piece of Kendra Scott jewelry! PLUS a \$100 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 \$100 donation will be made to the MK Charitable Foundation in the Consultant's honor!





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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

kw CAPITAL DISTRICT
KELLER WILLIAMS
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

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

Photo:
Sam Bailey Photography

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





OUR BUSINESSES – YOUR DESTINATION

SHUFELT GROUP MARKETING/DESIGN
(518) 669-1166
theShufeltGroup.com

itsaboutyou. YOUR ROLE IN SHUFELT GROUP DEFINES OUR SUCCESS.

What is success to Shufelt Group?
As we continue innovating, as we have for over 25 years, our success is the success of your business, supported and grown by our powerful marketing.



Shufelt Group is built on the belief that you, the client, are the central figure in the Group. Guided by Craig Shufelt, a close-knit cohort of professionals play key roles in EXPOSING your business through a variety of media. You are the one who best knows your business and your optimal audience. Other vital members of the Group employ your essential knowledge to create a vast array of attention-grabbing content that effectively exposes, and grows, your business.

The Group's collaboration on design, methodology, and message provides you with a vast array of options that effectively expose your business. Graphic design, website design, social media strategies (SEO), identity branding, and print media - all with continuous professional, individualized attention, will get you noticed!

As our marketing environment acclimates to the growing digital arena, each new client presents new questions and new opportunities, inspiring innovation. Yet, print media from newsletters and direct mailers to calendars, signage, brochures and local advertising on placemat locations continue to offer powerful impact.

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 innovative new projects. **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.**

Our attention to detail is a particular point of pride. 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 July '23) You have my word on it!**

THEY}saidwhat.

“He’s so integrated in the local area that he can secure targeted promotional opportunities that bigger firms cannot.”

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

OUR ...

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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

Business Drive

Productivity Rd.

Teamwork Place

Camaraderie St.

Helderberg Way

Community Rd.

Your Parkway

Our New Scotland



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



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

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.”

OUR ...

New Scotland

business community

OUR BUSINESSES – YOUR DESTINATION

ZYIA ACTIVE

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



LIGHT · ACTIVITY · COMMUNITY · UPLIFT



Jamie Ellwood
Independent Representative

SHOP · HOST · JOIN

Light • Activity • Community • Uplift

Hi, my name is Jamie and I am your local Zya 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. Zya is for everyBODY, so give me a shout and let’s get started!

Jamie Ellwood

www.myzyia.com/JAMIEELLWOOD/





OUR BUSINESSES – YOUR DESTINATION

HENNESSY ENGINEERING

William C. Hennessy, Jr. P.E.
hennessyec.com
(518) 813-3597

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.

Geographic Coverage: Our offices are located near Albany, the Capital of New York State. We have completed environmental and/or engineering projects throughout upstate New York, including Buffalo, Rochester, Ithaca, and Utica, as well as New Jersey, Vermont, Connecticut and Massachusetts.

Insurance: We currently maintain required insurances, including Professional Liability Insurance.

Typical Projects

- Building Designs and layout Permitting.
- Site Designs and Permitting
- Residential Construction and Additions
- Environmental Monitoring and Permitting



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

OUR ...

New Scotland

business community



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



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



OUR BUSINESSES – YOUR DESTINATION

CARL'S ADVANCED AUTOMOTIVE

(518) 760-0517

14 Drywall Lane Voorheesville

carlsautoandtruckrepair.com

At Carl's Advanced Automotive & Truck Repair Center, we strive to earn your trust by giving you exceptional service and arming you with the knowledge you need to make informed decisions about your vehicle. Our ASE-certified technicians are constantly working to improve themselves professionally and to increase their knowledge. We love keeping our customers educated on what they can do to increase the mileage and longevity of their automobiles. Our experience and expertise set us apart from other shops in the Voorheesville, NY, area!

Services We Offer: Our woman-owned auto repair shop offers safe, reliable repairs for all vehicles and models, including imported and domestic cars. Our ASE-certified technicians are well-equipped to handle repairs for trucks, cars, and everything in between.

Complimentary Digital Inspections: We offer a complimentary 52 point safety inspection on your vehicle and send a digital link containing photos and notes on what we found to your smart phone or email address (Not to be confused with a NYS Inspection).

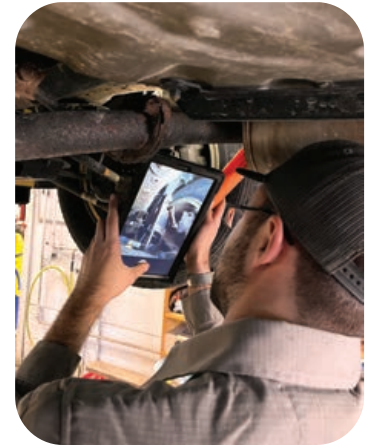
General repair: Whether your car needs major or minor repairs, bring it in and let our certified mechanics put their hard-earned knowledge to the test!

Fleet repair: We're well versed in repairing and maintaining automobiles owned by a business, optimizing their performance. Keeping up with fleet repairs can lower your company's costs in the long run.

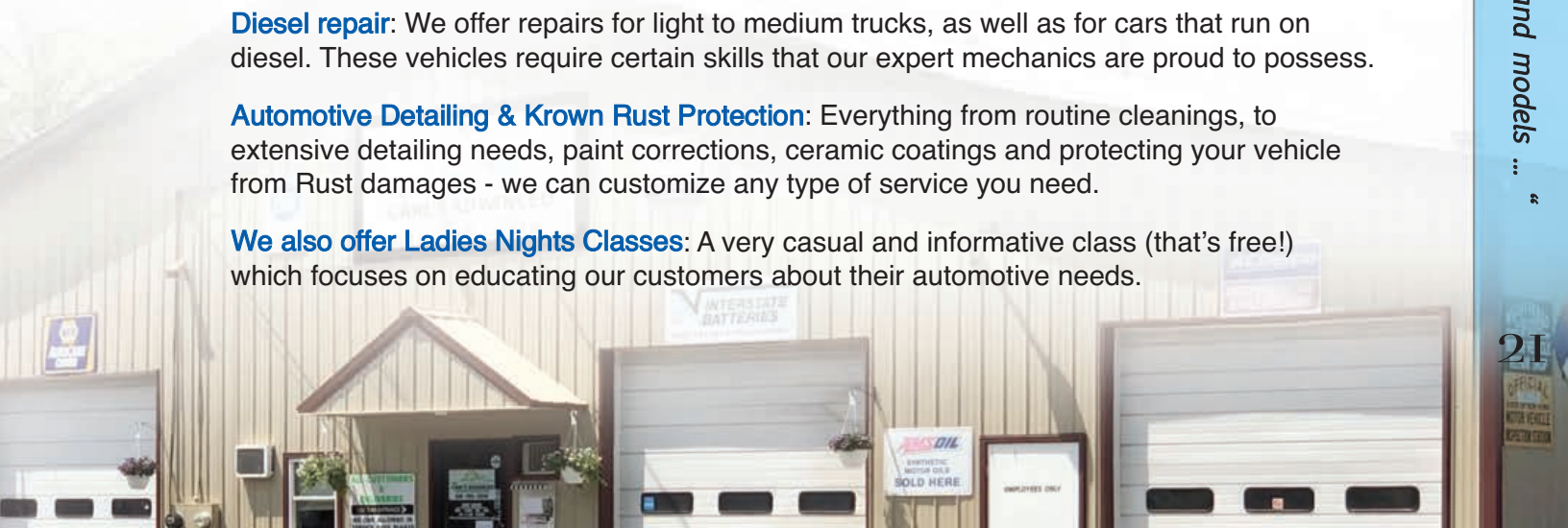
Diesel repair: We offer repairs for light to medium trucks, as well as for cars that run on diesel. These vehicles require certain skills that our expert mechanics are proud to possess.

Automotive Detailing & Krown Rust Protection: Everything from routine cleanings, to extensive detailing needs, paint corrections, ceramic coatings and protecting your vehicle from Rust damages - we can customize any type of service you need.

We also offer Ladies Nights Classes: A very casual and informative class (that's free!) which focuses on educating our customers about their automotive needs.



Our woman-owned auto repair shop offers safe, reliable repairs for all vehicles and models ...



OUR ...

New Scotland

business community



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



"We offer Unlimited Wash packages for the Automatic Bay and discounted Loyalty Cards"





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 Finessey
- Gracie's Kitchen contact: Grace Thompson
- Hartmann Financial Group contact: Stephen Hartmann
- Helderberg Mountain Brewing Co. 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
- Stony Hill Landscaping contact: Dakota Green
- Zock's Supply contact: Matt and Carla Kozakiewicz
- 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.”



OUR ...

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business community



Monthly meeting from June held at Helderberg Mountain Brewing Company

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**.

Upcoming Meetings:

Monday July 17

Monday August 14

Sunday August 20th, **COMMUNITY DAY** 11am - 2pm (at Nichols Park)

Monday September 18: Social gathering

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

Business Drive

Productivity Rd.

Teamwork Place

Camaraderie St.

Helderberg Way

Community Rd.

Your Parkway

Our New Scotland



OUR MEMBERS – YOUR LOCALS

“OUR” NEW SCOTLAND
in the Town of New Scotland

Your Business Could be being promoted here: JOIN US TODAY!

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!

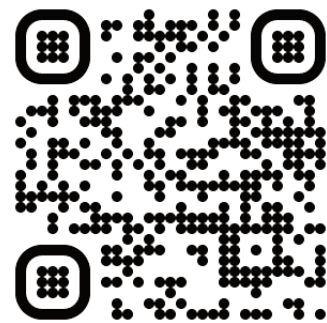
NSBD welcomes all types of businesses, from direct sales and services to brick-and-mortar retail, as well as non profits and associations. We offer a range of opportunities from sharing inspiration and connections, to group marketing as we expand avenues to support businesses in New Scotland. We are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

