

SULLIVAN COUNTY BUSINESS EDGE

JUNE 2024

Sullivan County Partnership for Economic Development * Sullivan County Industrial Development Agency * Sullivan County Chamber of Commerce * Sullivan Catskills Visitors Association * Sullivan County Democrat



According to Chef Melissa Jaycox, Tango was constructed to breathe even more life and community orientation into Hurleyville Performing Arts Center.

Christina Antizzo, the CEO of HPAC (left) was among those to stop by and give her best wishes. At right is The Executive Chef and General Manager Melissa Jaycox.

The grand reopening of Tango Cafe

STORY AND PHOTOS BY VINCENT KURZROCK

The Hurleyville community was abuzz as the Tango Cafe held its grand re-opening on Friday, May 24.

Located within The Hurleyville Performing Arts Center, Tango Cafe is a nonprofit organization.

Visitors were warmly welcomed by General Manager and Executive Chef Melissa Jaycox.

Once seated, they were able to enjoy the comforting atmosphere that Tango staff provided. They were also able to

enjoy live music as well.

Tango specializes in serving elevated American cuisine in an effort to introduce their audience to upscale comfort food.

The cuisine offers something for every taste with an ambiance is cozy and welcoming.

At first, Tango was built as a catering kitchen for the Hurleyville Performing Arts Centre. They have since transitioned it to a restaurant and program-



ming space.

While not the founder, Jaycox is happy to be a part of its journey.

“I am committed to my community and plan to do a lot of programming to give back to the citizens of the Town of Fallsburg,” says Jaycox, “As a nonprofit, we at Tango have the unique opportunity to not only serve guests in the restaurant, but host programs for cooking, gardening, and harvesting.”

Please see TANGO page 3E

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PRESIDENT'S MESSAGE

TO THE PEOPLE

Where we were.

Where we are going.

As I am getting older, I am beginning to think about those things we always heard our parents and grandparents talk about.

How time flies... did you see the (fill in the blank store) closed this week... boy, has the area changed... etc. etc.

As a Gen -X person (those born from 1965-1980), a significant portion of my lifetime, as it pertains to Sullivan County, has been spent working to help Sullivan County make an economic comeback to equal or surpass its best years. Those took place many decades ago.

It has been a tough ride to get where we are today. It was not too long ago that our future looked bleak. Most main

streets featured shuttered businesses.

Our unemployment remained steady in the mid-double digits. It seemed everything that was attempted did not take. We have had endless ideas, startups, expansions, and dedicated programs to try to jump start our area economically.

A few worked... most faltered. Yet today we see the fruit of our efforts. Bethel Woods began as an idea and the Gerry Foundation, through the generosity of its namesake Alan Gerry, began a journey whose investment and vision sparked a revival of the Sullivan Catskills as a premier tourist destination.

The Sullivan Catskills Visitors Association, born from the collaboration of public and private sector efforts, has become one of the premier visitors bureaus in the State and has steadily helped grow the Sullivan Catskills to become a



CEO/President Marc Baez

world-renowned destination.

We have secured several signature projects, like Resorts World Catskills, Kartrite, Monticello Motor Club,

PepsiCo, Kohl's, and others, which have generated job opportunities – growing to 3,000+ jobs over the past five years.

The Center for Discovery and other healthcare facilities saw expansion that has made this industry the number one employer in the county. The Center took a defunct facility at the heart of Sullivan County and repurposed it to soon become a beacon, attracting the most sophisticated healthcare professionals from throughout the country to treat the most fragile disabilities in children.

Today, even more investment continues with the recently built Eldred

Preserve, the ever-growing Foster Supply Hospitality destinations, and preapproved sites that will ultimately help diversify our economy.

Our western Sullivan main streets are once again thriving and stable. This has brought Sullivan County from desperation to once again this year, the fastest job growth county in the region, with unemployment in the low to mid-single digits (currently at 3.4%).

So where do we go from here? There are those who think putting up a drawbridge and stopping growth is the answer, fearing change in the utopia they have found or created here.

Even trying to stop projects that are appropriately zoned and exhibit less impact on our environment!

Our message is simple.

We must not stop projects at all cost. Be informed about what projects truly are before making conclusions.

PLEASE SEE TO THE PEOPLE, PAGE 3E

SULLIVAN COUNTY
PARTNERSHIP FOR ECONOMIC DEVELOPMENT

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TO THE PEOPLE

Continued from page 2E

We have seen throughout the area the unintended consequences of the antidevelopment position, often opening the door to development far worse and detrimental to what is trying to be protected in the first place.

While we have made significant progress in recent years, we have a long way to go as there are areas of our county that desperately need investment and job growth. We must continue to grow prudently while trying to preserve those elements that are important to our communities.

Where are we going?

Hopefully, to a place where we do not put up barriers that serve special interest, but balance development and our natural setting in a way that works for all the businesses and residents of our community.

Sincerely,

Marc A. Baez

Marc Baez
President and CEO
Sullivan County Partnership

TANGO

Continued from front page

Their goal is to help those in the community to be able to live sustainable lives. These programs are planned to be hosted "very soon".

This Grand Re-Opening event comes as the Cafe temporarily closed in order to search for a new chef that would be dedicated to programming and community life.

"It was only a few weeks but with all the great things to come, we wanted to make a splash!" said Jaycox.

She extended her thanks to the team who welcomed her with open arms as both the Executive Chef and General Manager.

With both roles, she is excited for the opportunity to dutifully provide her hard-working skills and assets to her newest team.

Additionally, she is most excited to be able to give back to her community.

She stated that the Hurleyville Performing Arts Center has continued to forge on, paving the way to have a viable community center and programming.

"I am hoping to add to this via food art, food programming, and foraging/harvesting skills tailored to the area."



Guests to the Cafe's Re-Opening event were greeted warmly by staff and a relaxing atmosphere.

stated Jaycox.

To Hurleyville natives and some Sullivan County Residents, the name 'Melissa Jaycox' might seem familiar.

She is the owner of Milk & Honey (M&H) right in Hurleyville.

She has lent her hand to other businesses around the County as well.

She states that M&H has "truly become a family business" since she joined the Tango Cafe.

"My family has helped navigate the business without me having to be at every event." said Jaycox, "I brought skills from Milk and Honey, AND ice cream, to Tango!"

"HPAC is a fantastic non-profit bringing festivals, programming,

dance, food, music, and art exhibits to the town of Hurleyville. I hope that heading Tango will bring more community members out to support HPAC, the town, and all it has to offer!"

According to published reports, the Tango Cafe will be open four days a week, and will be open for lunch.

There are plan to open six days a week this summer.

For the time being, the hours are 11 a.m. - 9 p.m. on Thursdays, 11 a.m. to 10 p.m. on Fridays and Saturdays and 10 a.m. to 2 p.m. on Sundays, which, Ms. Jaycox said, will feature "a magnificent brunch buffet with bottomless mimosas."

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Continuing to drive new growth in the Sullivan Catskills

BY SULLIVAN CATSKILLS VISITORS ASSOCIATION

The Sullivan Catskills Visitors Association (SCVA) has witnessed a remarkable surge in travel spending, almost doubling from \$450 million in 2017 to an astonishing \$892 million in 2022. We're optimistic that 2023 will bring even more impressive figures. As we continue to redevelop and reimagine our destination, our main streets and businesses are undergoing dynamic transformations, attracting new investors who recognize the immense potential here. Our membership has grown exponentially, skyrocketing from just 30 members in 2003 to over 850 today.

We're constantly innovating and creating fresh experiences

to extend our tourism season from May to late October. This includes exciting events like Restaurant Weeks in November and May, and Catskill Cuisine, now a three-day Mother's Day weekend extravaganza featuring celebrity chefs from around the globe. Additionally, we're introducing a new Kansas City Sanctioned BBQ event on Father's Day at Walnut Mountain, and "Drag Me to the Catskills" with RuPaul Celebrity Queens. We're also collaborating with partners to revitalize Liberty Mall by hosting two annual marketplaces in December and April, along with our yearly Member Brochure Swap, all held at Liberty Mall to showcase its potential as a



Restaurant weeks and Catskills Cuisine were a huge success in Sullivan County

thriving attraction.

Our growing membership is bolstered by our expanding local and national presence, with features in prominent magazines and partnerships

with luxury tour operators making the Sullivan Catskills a premier tour destination. Exciting new businesses are emerging, such as Terra—a unique plant shop and wine bar, Jeffersonville; Basbousa—a Southern Mediterranean fusion restaurant, Mountaintale; and Bashakill Bazaar—a vintage market with over 20 vendors on Sullivan Street, Wurtsboro. New experiences like the Monticello Motor Club's "taste of the track" driving experience and the new Catskill Public Theater further enhance our vibrant community, setting us apart as a sought-after destination.

Another highlight is our Dove Trail, which will feature 80 doves throughout the Sullivan Catskills by the end of the season.

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Terra is a new business in Jeffersonville featuring a plant shop and wine bar.

We will have new programs and promotional opportunities to keep it fresh and engaging, such as Geo Caching, contests, new memorabilia, and brochures. Keep an eye out for these fun and interactive activities!

The SCVA is also launching an educational series with Tuesday Lunch Talks, offering 30-minute sessions on various topics like promotion, marketing, and social media to help local businesses thrive. We're introducing two sponsorship programs: one to provide seed money for

marketing costs of new events, prioritizing off-season activities, and another to subsidize transportation for venues and accommodations hosting groups of 18 or more. This will make our venues and hotels more competitive in the meetings and events market, further enhancing our appeal as a top destination.

But that's not all! Our team continues to expand, bringing new ideas and events to life. We're always on the lookout for

ways to improve and enhance the Sullivan Catskills experience, making it even more memorable for our visitors.

Want to be part of our exciting team? We need volunteers to help us at events. Visit www.sullivancatskills.com for more information! So, come and join us as we continue to grow and thrive in the beautiful Sullivan Catskills. There's always something new and exciting happening here!



Bashakill Bazaar is a vintage market with over 20 vendors on Sullivan St., Wurtsboro.

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SUNY Sullivan announces 'Spotlight on SUNY Sullivan'

The SUNY Sullivan Foundation is proud to present "Spotlight on SUNY Sullivan," a special event welcoming the college's new president, Dr. David Potash. President Potash will be joined by special guests PBS FRONTLINE journalists and filmmakers Martin Smith and Marcela Gaviria, and the event's emcee, filmmaker, curator, and author Ultan Guilfoyle.

Smith and Gaviria will share excerpts from their PBS FRONTLINE documentaries, "College, Inc." and "A Subprime Education," after which the filmmakers and President Potash will engage in a conversation about the state of public higher education.

The event takes place on

Saturday, June 29 from 5-7:30 p.m. in SUNY Sullivan's Seelig Theatre, and includes a silent hospitality-themed auction, cocktails, hors d'oeuvres, and a dessert reception.

General admission tickets cost \$75, and Angel tickets are available for the same price (for those who cannot attend the event but would still like to show support, an angel ticket provides admission for a student or community member).

Prior to the Spotlight on SUNY Sullivan event, guests also have the option of joining an intimate Meet & Greet cocktail party with Potash, Smith, Gaviria, and Guilfoyle. Meet and Greet tickets cost \$150 and are in limited supply, but provide admission to the "Spotlight on SUNY Sullivan"



CONTRIBUTED PHOTO

Dr. David Potash, the newly-hired President of SUNY Sullivan, will be welcomed to the community on Saturday, June 29.

event to follow.

Proceeds from the evening will support the SUNY Sullivan Foundation.

"As we gather to celebrate

our shared commitment to education and progress, I extend a warm welcome to our new president, Dr. David Potash," said Officer in Charge Casey

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Crabill. "His leadership will ignite a new era of innovation and opportunity for our students and the community."

"I'm delighted that the SUNY Sullivan Foundation has organized this exciting welcoming event," said David Potash. "It will be wonderful to meet friends of the college and our special guests."

Tickets for "Spotlight on SUNY Sullivan" can be purchased at sunysullivan.edu/foundation-spotlight-on-suny-sullivan. For

more information regarding sponsorships, silent auction donations, or questions about this event, please email foundation@sunysullivan.edu or call 845-434-5750 ext. 3188.

The SUNY Sullivan Foundation will also be promoting its "Take-a-Seat" Fundraising Campaign alongside this event; in exchange for a \$150 donation, donors can place a personalized message onto a brass seat plaque in SUNY Sullivan's Seelig Theatre (some restrictions apply).

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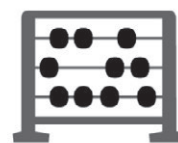
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Advance Testing celebrates 40 years of keeping projects moving

BY FRED STABBERT III

The golden shovels, emblazoned hard hats and letters of thanks that grace the walls of Advance Testing's corporate office in Campbell Hall are all a tribute to the high standards which the company was founded on.

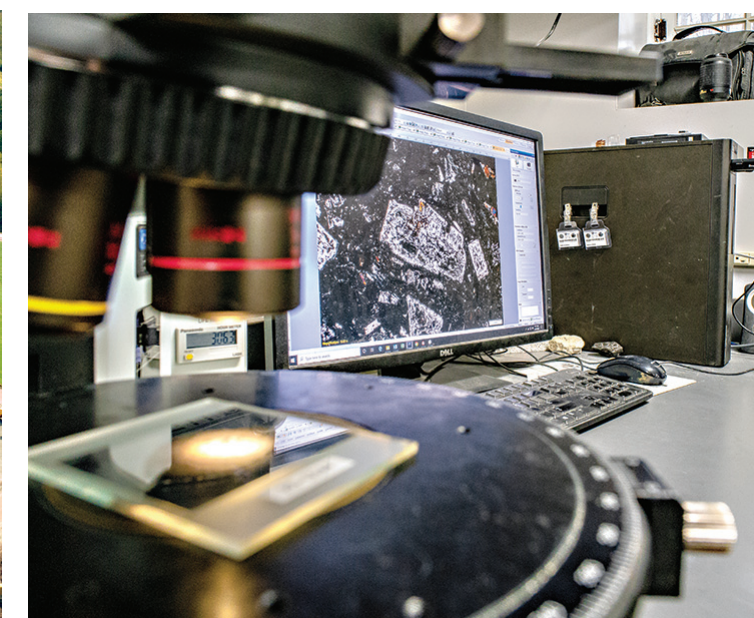
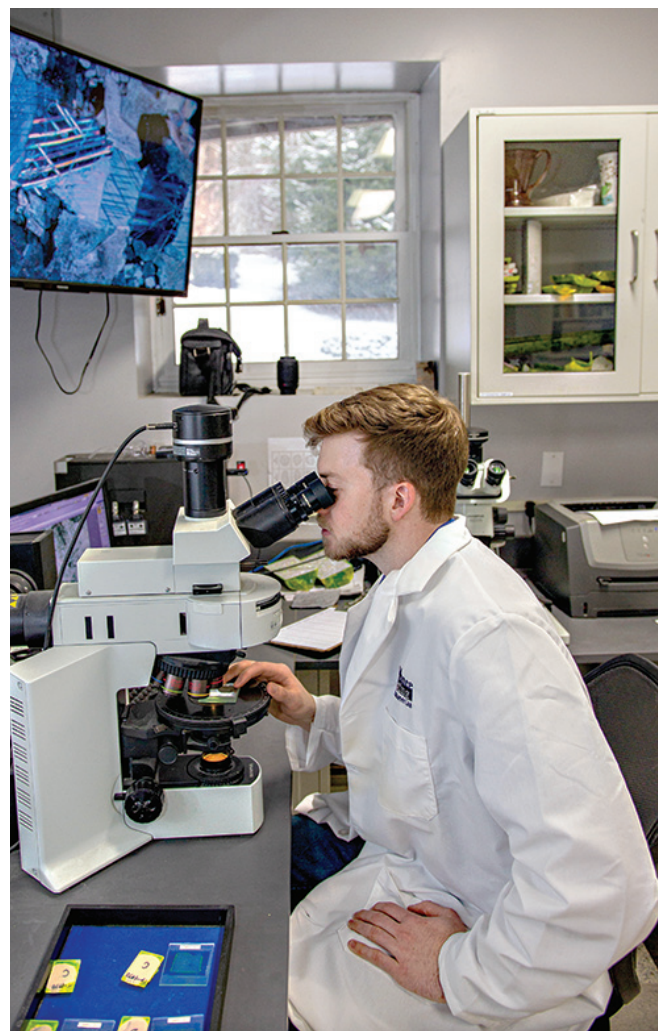
Forty years ago, a 27-year-old man by the name of James P. Smith Jr. left his job with Yonkers Contracting / Plaza Materials, where he was Chief Quality Control Technician, to found a company which today is one of the leaders in the field of construction materials testing.

"It was during this time that Jimmy [Smith] decided he could make an impact in the industry by starting his own company," Christopher McCracken, who is the Director of Business Development at Advance Testing said.

So in May of 1984, Jimmy Smith founded Advance Testing with a vision to provide the highest quality services available within the materials testing industry.

The early years were marked by incredibly hard work, as Jimmy drove to New York City in his station wagon to work on a night project reconstructing Manhattan streets, combined with working

Please see **ADVANCE** page 13E



Top left: Company founder Jimmy Smith.

Top right: Advance Testing provided services for Resorts World Catskills since it started construction and even supplied an AASHTO-accredited lab on site.

Above: The Advance Testing laboratories are state-of-the-art and are in operation 24 hours a day, 7 days per week in order to expedite turnaround of test results.

Right: A geologist is performing petrographic analysis, a microscopic examination of a thin section of concrete, which in layman terms is looking at the DNA of a concrete specimen.

At left: The large laboratory can have numerous tests running simultaneously.

Top left: Advance Testing worked on The Eldred Preserve project when Dan and Joan Silna built their \$30 million resort in Eldred.

Top right: The Kartrite Water Park in Monticello was also one of Advance Testing's large projects.

Above left: The 'new' Sullivan County Jail replaced the oldest jailhouse in New York State when it was opened two years ago. Advance Testing was again

the company of choice to ensure the facility's construction met all building code-required inspections and testing.

Above right: The Petrography Lab cuts concrete specimens thinner than a human hair to view under a microscope and analyze all aspects of the sample. The microscopic view of the sample is shown on the screen to the right.

Advance Testing Mission Statement

Hallmarks of Advance Testing's dedication to great customer service are these six statements, which are prominently displayed in the office.



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To be leaders in the field through new and innovative services, training programs and testing equipment.



ATTRACT
TALENT
RETAIN

To attract and retain talented people.



PROFIT
PRESERVATION
OPPORTUNITIES
GROWTH

To grow and earn a responsible profit to ensure the preservation of Advance Testing, thereby providing opportunities for our employees and our clients.



ADVANCE

Continued from page 11

day shifts at IBM's East Fishkill campus, often stopping at a parkway rest stop in between assignments to get some sleep.

Gradually, as the company grew to its current staff levels of 175 employees, Jimmy built today's business complex, complete with a state-of-the-art accredited laboratory that is equipped to perform hundreds of test procedures, and receives samples from across the United States, as well as internationally.

"He established a mission statement with six statements of guiding principles," McCracken said [see page 12].

The principles are all ingrained in each and every employee, and can even be seen throughout the corporate headquarters in framed wall hangings.

"When Jimmy speaks with our employees these six statements are like gears in a transmission," McCracken said. "If any one of these gears has a chip, the company is then standing still or moving backwards. Our success has been built upon this philosophy."

And today, Jimmy Smith is involved in upholding those principles more than ever.

"As our management team runs the day-to-day operations, my focus is on safety, corporate culture, emerging technologies and profitability," Smith said.

Clients depend on Advance Testing's consulting construction materials testing laboratory that has been providing outstanding service to its clients since 1984.

They provide both field inspection and laboratory analysis of all construction materials for commercial, private, and public organizations, with projects encompassing both building and highway/infrastructure.



Catskill Regional's Urgent Care building on Concord Rd., Monticello was an Advance Testing project.

We're excited about the bright future ahead in Sullivan County and the Hudson Valley region."

Jimmy Smith

The company has provided services in support of building projects such as Resorts World Catskills, The Kartrite Water Park, The Eldred Preserve, Monticello Motor Club, YO1 Health Resort and Sullivan County Jail; with infrastructure projects inclusive of almost every roadway construction project on Route 17 between Bloomingburg to Rosco, projects at Sullivan County Airport, and a vast array of the County's roads. Their services are inclusive of testing of soil, asphalt, concrete, masonry, reinforcing steel, structural steel, welding, bolting and fire-resistant materials. Currently, they manage work out of five primary offices located in New York, Connecticut, Massachusetts and Florida, from which they service projects across the Northeastern U.S. and parts of the Southeast.

Smith and McCracken said

Advance Testing's strength lies in their ability to create lasting relationships with clients based on their high level of service, and the understanding that the company needs to deliver top-tier performance for each subsequent project to maintain those relationships.

"While we work hard at every job we do, our ability to create

residual work for the company is paramount to our success," Smith said.

"The key to keeping our great team in place is finding sustainable work over a period of years, which in turn provides continued opportunities for employee growth and development," Smith said. "That makes us very, very productive.

"It's a really exciting time for Advance Testing," Smith said. "We have a great mix of young professionals and seasoned staff in place who have taken what I've done and brought it to the next level. Our road to success in Sullivan County over the years would not have been possible without the ongoing support of the County's business community and the Sullivan County Partnership, which we are so appreciative of. We're excited about the bright future ahead in Sullivan County and the Hudson Valley region."

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EDGE

Email Marketing and Action-Driving Subject Lines

BY SULLIVAN COUNTY CHAMBER OF COMMERCE

As a business owner, you are well-served by collecting emails and running an email marketing campaign if for no other reason than to remain top-of-mind with your customers.

When they're getting emails from you with exciting news and great deals (who couldn't use those these days?) they'll get used to hearing from you and seeing your name.

But you want to do more than just be recognizable and remain top-of-mind. You want your emails to drive purchases. Even if you don't sell online, emails are an excellent motivator and nurturer for in-person purchases—if you can get recipients to open them.

The Trick to Email Opens

There are two things that motivate people to open your emails—the sender and the subject line. Additionally, it helps if you're sending them at a time when the recipient isn't overwhelmed by other emails or in a hurry. Sending it when you're not competing for attention is a good thing.

But since it's difficult to know when someone is coming back from vacation or just broke up with their significant other (and so not in the mood to read anything), let's concentrate on what you can control—the subject line.

Examples of Great Subject Lines

I get a lot of junk and I haven't seen inbox zero in my personal email since I opened the account. But here are a few subject lines that stood out to me this week and why I thought they were great pieces of email marketing.

☆ Mere I'm so sorry Jaime :(

Is that a cliff hanger or what? It's personalized to me, so it doesn't look like a generic email (although it is. She's a fitness guru I follow but don't know personally.) And she somehow thinks she has wronged me. Of course I'm going to open it because...curiosity makes me.

This is not a subject line you can use all the time. Save it for special occasions when you want to get someone's attention. It's perfect if you sent out a notice for a time-sensitive promotion that your recipient didn't take advantage of. You can resend it with this subject line and

copy that reads, sorry you missed this spectacular ...

Then proceed to extend the deal after you've made them wish they could turn back time.

☆ Laurie H Have you seen these crazy new snack container

Another great example of curiosity driving an email open. What is this new crazy snack container? What could be so crazy about it?

I need to know.

You can use this technique for anything from a new item in your store to a new food you're offering. You can also use it for a trend like "Have you heard about the latest whacky AI tool?"

☆ Thorntons Refreshin. Don't miss out! Fill up today and save 15

Nothing like using fear of missing out and a deadline of today. Am I running out to get gas now? I would if I wasn't such a homebody. \$.15 per gallon is a big savings.

Give your audience a deadline and be direct about what you're offering.

☆ Mere I'm sorry Jaime :(

This guy is a very well-paid speaker and speaker trainer. He's not at all buttoned up and stodgy so this tone works perfectly with his audience.

He also uses curiosity to drive clicks. When can I punch him in the face and why would I want to?

You don't have to promote violence in your messaging, but you can say something equally as interesting like "You can buy me a coffee and call me your bestie." Or "If you don't agree, I'll buy you a drink." Everyone will want to know what they should not be agreeing to.

☆ Mere I'm sorry Jaime :(

Dr. Mindy Pelz writes about the importance of knowing your audience. She has a largely female audience as the author of Fast Like a Girl. And what is one problem that seems to plague all of us these days (besides feeling like you have to take out a mortgage when you go to the grocery store)?

A lack of sleep (or insert whatever other common problem your audience faces).

Who couldn't use this? Makes you want to click doesn't it?

Finally, while these are fun examples, it's important not to take advantage of your audience. Don't offer them something that they won't get (no promising images of Bigfoot unless you really have them) when they click. Click bait is the worst and it takes advantage of the trust they've extended you.

It will only happen once and then they'll probably never click on any of your other emails.

Have some fun but always deliver on your promises.

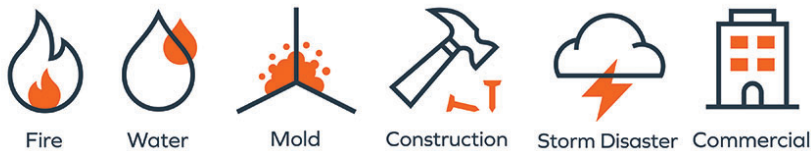




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LOCAL LOOK: THE ECONOMY



FRED STABBERT | DEMOCRAT

New pizza parlor opening on Broadway

Last week Sign Group from Brooklyn installed a facade at a new pizza parlor opening at 512 Broadway, Monticello in the former Soy Restaurant building. Liberty Pizza, aka Liberty Kosher Pizza, will be opening on June 23, according to its website, and will offer an ice cream parlor, Sushi and a game room in addition to its full menu. Liberty Pizza also has a Liberty location at 1885 Route 52, Liberty.



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Luzon Environmental is proud to announce that John Lopez has joined our company as Director of Business Development

Coming from a construction background, I started off my career as a third-generation carpenter and worked my way up the ranks. As environmentally conscious construction became more prevalent, I became interested in project management with more environmentally friendly building options. This pursuit led me to SUNY Sullivan A.A.S, where I obtained an Associates Degree in Alternative and Renewable Energy Management, as well as a BA in Alternative and Renewable Energy Management from Everglades University. This spear headed my career as a project manager where I generated over 1million in new projects.

My interest and knowledge of renewable energy management fits perfectly with Luzon Environmental Services core beliefs. My hard work ethic and ability to communicate make me a great fit at Luzon Environmental, and we look forward to expanding our scope of work.

Come visit me and learn more about John and Luzon at the Bagel Festival in Monticello on Sunday, August 11th. We look forward to meeting you.

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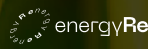
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