

NEWSLINE

A BUSINESS PUBLICATION OF THE **Fulton Montgomery**
REGIONAL CHAMBER OF COMMERCE



August 2020

Fulton County 'Outdoor Adventure' Set

The Tourism Department of the Fulton Montgomery Regional Chamber of Commerce, along with Fulton County, is proud to announce a fun new outdoor-palooza, "Fulton County Outdoor Adventure," set for Saturday Sept. 26, 2020.

Attendees can join residents and tourists alike in exploring amazing outdoor activities available throughout Fulton County, including, hunting, fishing, antiquing, biking, rail trail, family fun and more!

Several open houses and anchor sites will be set, to spotlight all of the outdoor fun to be had in Fulton County, and they will be centered near the Route 30 & Route 29 corridors.

Tentative anchor sites to date include Frank's Gun

See Tourism,
on page 4



Save the
Date!

FULTON COUNTY'S
OUTDOOR ADVENTURE!

Saturday
Sept. 26,
2020



Members Can Receive PPE Supplies From Chamber

The Fulton Montgomery Regional Chamber is offering a limited supply of masks and hand sanitizer to its members, thanks to donations secured by NYS Assemblyman Robert Smullen and offered by Gehring-Tricot Corporation.

NYS Assemblyman Robert Smullen secured a supply of hand sanitizer he delivered to the Fulton Montgomery Regional Chamber of Commerce earlier in the month. He presented the donation to Chamber President Mark Kilmer and Janet Davis, Director of Membership.

See PPE, on page 4



Fulton Montgomery Regional Chamber of Commerce President Mark Kilmer, right, and Chamber Director of Membership Janet Davis, left, thank NYS Assemblyman Robert Smullen, center, for securing a supply of hand sanitizer for use by Chamber member businesses.

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We are the leading voice of business in the region providing advocacy, resources and solutions for our members.

Newsline is published by the
Fulton Montgomery Regional Chamber of Commerce
in partnership with *Daily Gazette Co., Inc.*

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<u>Immediate Past Chair</u>	James Landrio , Holiday Inn Johnstown-Gloversville
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Martin Callahan, Helmont Mills-Gehring Industries
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Robin Wentworth, Wells Nursing Home

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Janet Davis, Director of Membership and Member Services

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www.fultonmontgomeryny.org
Facebook: FMChamberNY | Instagram

Fulton County Tourism

www.44lakes.com | Facebook: Visit Fulton County, NY
Twitter: @SeeFultonCounty

Montgomery County Tourism

www.visitmontgomerycountyny.com
Facebook: Visit Montgomery County NY
Twitter: @MCNYTourism

Letter from the President

We're Embracing All Things Digital!

Change is inevitable, and it isn't always easy, but you can pretty much count on it.

At the Chamber, we consistently try to embrace and encourage changes that make sense, along with those that will benefit our members. This month, our focus is turned toward the digital, and all that the internet and virtual world can do for us.

Newsline is Going Online

The COVID-19 pandemic has forced many of us to change the way we work and live. We can no longer crowd around the conference table for a meeting, now we "Zoom" there from the comfort of our offices and even our living rooms.

In the spirit of economy as well as ease of use, the Chamber staff and I have determined that it makes good sense for the Chamber's Newsline newsletter to go fully digital.

We expect that this edition will be your last that is printed on paper! We are looking forward to getting our popular business-centric newsletter out instantaneously via the internet, so that you can have all of the latest Chamber news conveniently at your fingertips.

We will be working hard to expand our readership in the months to come, as we will begin with all of our Chamber members, and then collect subscribers in addition. If you know someone who you believe would like to read the monthly Newsline, drop us a note, at info@fultonmontgomeryny.org, and we will send them a link to sign up.

Website Feature Assistance Available to Members

We have arranged for an internet marketing consultant to assist members in making the most of their Chamber website presence at www.fultonmontgomeryny.org.

During this temporary change of how we do business and manage time, we have asked our Internet Marketing Consultant, Jason Moengen, to be available to HELP you take advantage of your online benefits on www.fultonmontgomeryny.org.

- Help you utilize the Chamber website features
- Expand your visibility on the Chamber website
- List the basic online business information that's included in your membership
- Position your Chamber website presence based on your needs

Please contact Jason directly at jason@chamberimc.com or 1 (800) 825-1785 x 351 with any questions.

And always, thank you for all you are doing to keep yourself and our business community safe.



Mark Kilmer
President/CEO



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#FMResilient #ChamberStrong



Fulton Montgomery
REGIONAL CHAMBER OF COMMERCE

2 N. Main St., Gloversville, NY 12078;
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Tourism, continued from page 1

Shop; Schoolhouse Treasures; Historic Broadalbin Hotel; Sacandaga Brewing and the Fulton County Visitor Information Center, and more are expected as the planning continues.

Those at the event can join the fun as some of Fulton County's most experienced fishermen give away great tips and advice on the best gear and secret fishing spots.

Frank's Gun Shop will be open to show off their broad supply of hunting and outdoor sporting equipment, and will welcome several vendors to their location for visitors to enjoy.

Food and beverages will be available at many of the individual venues, including Sacandaga Brewery, and food trucks and great live entertainment will also be part of the day.

Unique and informational displays are expected to include taxidermy displays and other exhibits to surprise, edu-



Anne Boles
Director of
Tourism Development
tourism@fultonmontgomeryny.org

cate and delight visitors.

Shopping will also be part of the day, with the area's great antiques centers.

Be sure to watch for more details at the Fulton County tourism website, 44Lakes.com; as well as on the county's website, fultoncountyny.gov.

For more information or to be part of this incredible new event, contact Anne Boles, Tourism Director, at (518) 725-0641.

Johnson Hall Opens July 22

Johnson Hall State Historic Site will open for the 2020 season on Wednesday, July 22. In response to the covid-19 pandemic, the following health and safety guidelines will be in effect for the season.

Guided tours will be given on Wednesdays through Sundays. Tours are by advance reservation by phone only.

Visitors can call (518) 762-8712 from 9 a.m. to 4 p.m. on Wednesday through Sunday to schedule.

Tours will be limited to 5 people. Masks must be worn by all visitors inside the buildings, and social distancing observed. Access into the buildings will be controlled by staff. Visitors should arrive no sooner than 10 minutes prior to their tour to enter the stonehouse to pay their admission. The museum shop will be available to visitors following their tour.

Interpretive signs throughout the grounds of Johnson Hall detail the historic structures and features that were once part of the estate. Social distancing should be practiced by visitors on the grounds.

Johnson Hall was the 1763 English Georgian estate of Sir William Johnson and Molly Brant. Johnson was the largest single landowner and most influential individual in the colonial Mohawk Valley. His success in dealing with the Six Nations had a lasting impact on their relationship with the English, and largely influenced England's victory in the Anglo-French struggle for control of colonial North America.

Today, the main house and flanking stonehouses, originally surrounded by a 700-acre farm, interpret Sir William and Molly Brant's family life through guided tours of the period room settings, educational programs and special events.

Johnson Hall State Historic Site is located at 139 Hall Avenue in historic Johnstown, just off West State Street (State Highway 29 West). For more information, write JohnsonHall@parks.ny.gov or visit www.facebook.com/johnsonhall-statehistoricsite.

PPE, continued from page 4

Gehring-Tricot Corporation has donated cloth masks for members. Headquartered in Dolgeville, the company designs and manufactures a broad array of knit and woven fabrics for a diverse range of markets such as medical, sports, safety, aerospace, apparel, and military products.

Mark Kilmer, Chamber President, expressed "gratitude to Assemblyman Smullen, Marty Callahan, and Gehring-Tricot Corporation employees for their very generous donation to our members, and we commend their commitment to keeping our community safe."

Chamber members that would like to receive masks or hand sanitizer can contact the Chamber at (518) 725-0641 to arrange a pickup time. The office is open Monday-Thursday from 8 a.m. to 5 p.m. and Friday 8 a.m. to 4 p.m. Social distancing guidelines are in place at the office.



Chamber President Mark Kilmer, right, thanks Marty Callahan and Gehring-Tricot Corporation employees for their donation of masks for the Fulton/Montgomery Region.

New Nursing VP Named at St. Mary's Healthcare

Trish Sanders, BSN RN has been appointed Chief Nursing Officer – Vice President for St. Mary's Healthcare.

Sanders has been a registered nurse for more than 26 years, with experience including emergency medicine, risk management, population health, and emergency preparedness.

She joined St. Mary's Healthcare in 2011, working in the emergency department and later became the nurse manager of the emergency department, serving in that role for over 5 years.

She is a graduate of the State University of New York at Delhi, where she earned a Bachelor of Science in Nursing as a magna cum laude graduate.

Sanders has served on a number of community boards and committees. Currently, she is a member of the American Society for Healthcare Risk Management, the Chairman of the Montgomery County EMS Advisory Board, a board member for the Regional Adirondack Appalachian Emergency Medical Council, a member of the Regional Healthcare Emergency Preparedness Coalition, and a vol-



Trish Sanders, BSN RN, St. Mary's Healthcare Chief Nursing Officer / Vice President

unteer for the New York State Medical Reserve Corps.

Sanders has extensive experience in Emergency Preparedness activities and is currently serving as the Incident Commander for the Covid-19 response for St. Mary's. A release said, "Her nursing career has been dedicated to creating high quality, reliable systems of care that are patient centered. In her role as Chief Nursing Officer she will be responsible for executive oversight of nursing services for the organization, working across the continuum of care to ensure the highest standard for professional nursing practice and quality outcomes."

When looking toward the future of St. Mary's, Trish stated, "St. Mary's remains committed to delivering exceptional patient care. The Covid-19 crisis has forced us to look at alternative methods to deliver care in the community and utilizing the latest advances in technology. Our goal is to continue to respond to the Covid-19 crisis while inspiring confidence within our community that it is safe to seek care in any one of our facilities."

Gillibrand Calls for Rural Broadband Funding

Senator Kirsten Gillibrand held a simultaneous satellite media availability and conference call in June to renew her call for \$100 million in rural broadband funding, as millions of families continue to adjust to a new normal of online learning, work, and health care due to the COVID-19 crisis.

Gillibrand said, "Before the coronavirus pandemic, rural and native communities already faced a substantial broadband gap. Now, the pandemic has exacerbated this divide, as Americans are forced to stay, learn and work from home."

She called on the Trump administration to quickly spend the \$100 million in funding for the ReConnect program under the CARES Act in order to prioritize and expand rural communities' essential access to broadband.

A statement said, "The ReConnect Broadband program is desperately needed to provide loans and grants for the costs of construction, improvement, or acquisition of facilities and equipment required to provide broadband service in eligible rural areas."

Gillibrand's online sites are at gillibrand.senate.gov; [facebook.com/senkirstengillibrand](https://www.facebook.com/senkirstengillibrand); or twitter.com/gillibrandny.

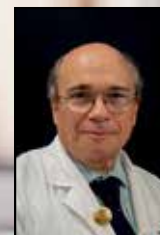


Senator Kirsten Gillibrand

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Coupons for Fresh Produce Available To Seniors

Montgomery County Seniors 60 years and older who meet income eligibility criteria are invited to receive coupons to purchase fresh fruits and vegetables from local authorized farmers markets.

According to the Montgomery County Office for Aging, Inc., monthly income needs to be at or below \$1968 per month for a one-person household; \$2658 per month for a two-person household; or \$3349 per month for a three-person household.

Coupons are available for curbside pick-up Monday through Friday at Montgomery County Office for Aging, 135 Guy Park in Amsterdam from 9 a.m. to 2 p.m. and at the Montgomery County Office for Aging Satellite Office, 28 Church Street, Canajoharie. The Canajoharie office is open Monday, Tuesday, Thursday and Friday 8:30 a.m. to 2:30 p.m.

OFA officials said recipients must wear a mask and practice social distancing at all distribution locations.

For more information contact Montgomery County Office for Aging, Inc. 135 Guy Park Avenue, Amsterdam (518) 843-2300.

Visit The Chamber online at:
www.fultonmontgomeryny.org

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403 West Main St. - Amsterdam - 518-842-7370

New Dimensions in Health Care Receives Carondelet Grant

New Dimensions in Health Care received a \$2,000 grant from the Carondelet Community Fund to support NDHC's dental education and community outreach program, "1-2-3 Smile!"

NDHC is committed to offering low-income families in Fulton and Montgomery Counties with education, training and tools needed to maintain good oral hygiene. The "1-2-3 Smile!" program has seen great success since its inception in 2005. At present, the program is educating more than 700 local children per year, according to officials.

The program partners with local schools to present a dental program to children ages 3-10. A puppet show is presented to younger children, to help convey proper dental care concepts, while a program focused on nutrition, and the long-term effects of not brushing, is presented to older children.

In addition to learning and engagement achieved through "1-2-3 Smile!" all partic-

ipants receive educational materials to share with their caregivers, as many area families are uninformed of the low- or no-cost health and dental insurance coverage options that may be available to them at NDHC. This education is a crucial part of NDHC's community outreach efforts.

New Dimensions in Health Care, Inc. operates a Department of Health Licensed Article 28 Diagnostic and Treatment Center in Amsterdam, and provides the following services to approximately 6,500 patients in the surrounding community: Primary Care, General Dentistry and Podiatry. Specialty medical services such as Gynecology and Psychiatry provided by consulting physicians, are also available primarily to 860 individuals with disabilities. The health center is a National Committee for Quality Assurance (NCQA) Patient-Centered Medical Home (PCMH) recognized facility.

Littauer Has New CT Scan Technology

Nathan Littauer Hospital & Nursing Home purchased a new Computed Tomography (CT) scanner that is expected to deliver higher resolution images, lower doses of radiation, faster scan times, and more efficient technology.

The 128-slice General Electric (GE) Revolution EVO CT machine was used starting in clinical trials with patients in April. The new machine also has metal artifact reduction.

A release from the hospital explained, "A CT scan is a diagnostic tool for taking images of the body. Using computer-processed X-rays taken from different angles, includ-

ing cross-sectional images, the GE Revolution EVO Gen 3 is useful in diagnosing illnesses and injuries."

Littauer's Director of Diagnostic Imaging, Dwayne Eberle said the difference between the new Revolution EVO and prior machinery used at Littauer is impressive. "The machine is incredible. With this new technology, we're able to produce higher quality images, with lower radiation, all with more efficiency. This is a machine you don't find in your typical, local hospital - and we're offering it to our patients here at Littauer."

The CT offers cutting-edge images, in a matter

of 3-5 minutes. A patient who has an exam using the new machine can expect to spend less time "on the table."

"Securing the newest technologies for our community has always been a hallmark of our care," says Littauer's Vice President of Marketing and Communications, Cheryl McGrattan. "It is our mission to embrace new diagnostic imaging equipment, so that we may provide better healthcare for our patients."

More information about the GE Revolution EVO Gen 3 can be found on GE's website: www.gehealthcare.com/products/computed-tomography/revolution-evo-gen-3.

A view of Nathan Littauer Hospital & Nursing Home's new Computed Tomography (CT) scanner.



Liberty ARC Receives COVID-19 Relief Funding from Stewart's Shops

Liberty ARC, the Montgomery County Chapter of The Arc New York, received \$3,500 from Stewart's Shops and the Dake Family to help offset expenses of personal protective equipment as it relates to COVID-19.

A release explained, "Liberty ARC responded to the COVID-19 outbreak quickly, carefully, and proactively to protect the health and safety of our workforce and the individuals supported by the agency. In an effort to ensure all operational sites were properly equipped to effectively and safely provide services, Liberty ARC purchased PPE such as: masks, gloves, face shields, goggles, gowns, and more."

Due to the temporary suspension of various programs as a result of COVID-19, the majority of Liberty ARC's operations are within the residential services program, through which approximately 220 individuals with disabilities receive support.



L-R: Liberty ARC Direct Support Professionals Ami Deay and Marina Quatrini are prepared to work using PPE masks purchased with support from Stewart's Shops and the Dake Family.



Chamber Checks make great gifts for loved ones, good bonuses for employees, and support small businesses in this region! Purchase these gift checks at either Chamber office, any Community Bank, N.A. branch or Ruby & Quiri in Johnstown.



Mountain Valley Hospice Seeks Nominations

Mountain Valley Hospice seeks nominations for its third annual "Nancy J. Dowd Humanitarian Award," given in memory of MVH's first Executive Director.

The award was established "to honor the positive influence that Nancy Dowd made in the lives of those she touched and to acknowledge those who are following in Nancy Dowd's example through their humanitarian efforts." The award will be presented virtually on September 15, 2020.

Individuals and organizations are invited to submit entries for an individual for his/her outstanding achievement, leadership, and vision in providing important humanitarian services to the community, or for improving the quality of life for individuals and families living in the Mohawk Valley. This year's focus will be on individuals who went above and beyond during the COVID-19 pandemic.

Nominations should include a description of how this individual has made a difference in our region. Nomination criteria is available at www.mvhcares.org.

Deadline for nominations is Wednesday, July 29, 2020.

NDHA Task Force Chairman and MVH

Board Vice Chair Patrick Dowd said of the award, "We are proud to be able to present this annual award in honor of my mother, Nancy, who was widely known for selfless giving to anyone in need but especially to the patients and families she helped support through Mountain Valley Hospice. My family and I are very proud of her career and the work she put into the creation of MVH and the Hospice Home named in her honor."

Gloversville native Ellen Wood, a community volunteer and Chair of MVH's first Capital Campaign, was the first recipient of the Nancy J. Dowd Humanitarian Award, presented in August of 2018. Long-standing Board member and community volunteer, Jack Scott was awarded the second annual Nancy J. Dowd Humanitarian Award in September 2019.

For more information about the award and its criteria or about Mountain Valley Hospice's services, please visit the Mountain Valley Hospice Facebook page ([facebook.com/MVHcares/](https://www.facebook.com/MVHcares/)), its website at

www.mvhcares.org, or call (518) 725-4545. Nominations for the award can be sent to kelly.montanye@mvhcares.org

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Health Insurance News

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As many organizations are adapting to newly remote teams, leaders are challenged with addressing the challenges of the remote environment. Remote work remains a relevant topic for employers, and it will continue post-coronavirus. Many managers find themselves tasked with effectively leading remote employees and helping their teams adapt to the virtual workplace.

While many employees thrive in a remote environment, you may find that some members of your team struggle. While leaders often can keep an eye out for social or performance queues effectively in person, monitoring employee performance can present new challenges in the virtual environment. By thoughtfully monitoring employee performance and behaviors, you may be able to notice employee struggles and help provide necessary support.

How Are Employees Adapting to Remote Roles?

Though remote work has been a growing trend even pre-coronavirus, the pandemic has pushed many organizations to expand their telecommuting practices. While numerous studies show that expanding telecommuting options can offer benefits for both employers and employees, findings show that not all employees adapt to the virtual environment equally. The Harris Poll conducted a study on behalf of Zapier to see how employees are transitioning to remote work. Results show that: 66% prefer working in the office or workplace; 42% miss social-

Managing Employees Who Struggle in the Remote Environment

izing with co-workers; and 27% report working more hours.

The same study found many positive attributes of expanded remote work—but this insight indicates that not all employees are adapting with ease.

Challenges of Managing Remote Employees

Remote employees face unique challenges. While numerous studies show that remote employees can achieve levels of productivity that are the same as or higher than their non-remote peers, obstacles do exist. According to the Harvard Business Review, common challenges remote workers face may include Reduced motivation, lack of face-to-face interaction, social isolation, limited or lack of access to necessary information, and distractions within their home.

Many employees can overcome these challenges, and often even thrive when working remotely. However, you may find this won't easily be the case for all. Managers can focus on identifying issues their team members may be having, and create a plan to address them.

Identifying Employees Who Are Struggling to Work Remotely

When physically present, leaders often can identify an instance of when an employee's performance or well-being seems to suffer. In the remote environment, there are cues leaders can look for, and topics to consider:

What if a high performer's motivation disappears? When an employee who is known to be an eager, high-performing team member has a sudden drop in productivity or is struggling to

meet deadlines, consider whether there has been a recent change:

- Has there been an organizational change?

- Has there been a change in their personal life?

- Has their workload or responsibilities changed?

A decrease in performance could be due to a variety of reasons—these may be some clues for managers to use when uncovering an unforeseen issue one of their team members may be encountering.

What about your organization or team is worse than before? A remote work environment can bring issues to light, such as a process that could use improvement. Consider whether an employee's struggles may be part of a broader structural, leadership or organizational issue.

While some issues may be unavoidable, leaders can be proactive by establishing clear expectations and accountability for each employee. As problems are encountered, be prepared to not only support employees in need but also evaluate and change structural issues.

Managing Employees Who Are Struggling in the Remote Environment

Managers can take steps to help employees. Considerations include:

- Schedule one-on-one check-ins with each team member—By gauging how each employee is doing, leaders can evaluate how to meet the unique needs of each employee. Asking open-ended questions can allow employees to speak their minds. Leaders should focus on being good listeners and providing appropriate support.

- Offer empathy, but avoid lowering expectations—Ensure that each employee knows they are a critical member of the team. Acknowledge their current struggles and create a plan to get back on track.

- Challenge employees to make an impact—Consider how workload adjustments—including assignments that include problem-solving or experimentation may reengage an employee who, though may be talented, is struggling in the current environment.

- Meet individual needs, but don't show favoritism—It can be a fine line between supporting individual needs and avoiding perceived favoritism that may cause others on your team to feel remorse. Consider how establishing team policies and expectations might benefit the whole group.

- Offer support—A decrease in performance can be a failure of both the employee and leadership. Take accountability in the situation and offer solutions for how the employee can be better supported.

Remember, each employee is unique. Some employees may adapt well to a remote environment, while others may need individual support to achieve a high level of performance and personal well-being.

Empower Success in the Remote Workplace

Every business is different, so there isn't one right way to best lead remote employees. Create practices and expectations that work best for your team. Contact Bouchey & Clarke Benefits, Inc. for additional resources regarding best practices for utilizing the remote workplace.

Keep Mohawk Valley Beautiful Launches “QuaranTeam” Cleanup Effort

Keep Mohawk Valley Beautiful (KMVB), a six-county NYS affiliate of the national Keep America Beautiful (KAB) program, is launching a “QuaranTeam” Cleanup in conjunction with KAB's annual Great American Cleanup Effort scheduled for June 1 – October 18. KMVB is a standing committee of the Mohawk Valley Economic Development District, Inc.

This year marks KMVB's 19th annual Great American Cleanup Effort where community volunteers come together to aesthetically improve our environment by creating cleaner parks, streetscapes and public spaces through litter removal and elimination. While the country begins to open back up and more people are spending time outside, KMVB's “QuaranTeam” Cleanup effort is intended to keep its commitment to bringing people together

to beautify our communities, even during a global pandemic.

The KMVB “QuaranTeam” Cleanup is a project for individuals and families who are quarantined together to break up their day by taking a walk outside alone or as a family to clean up litter along their property/streets and surrounding areas. “We intend to have adults and children in the six-County Mohawk Valley Region take action to work on beautifying and cleaning areas across their communities while adhering to federal, state and local public health guidelines regarding the COVID-19 pandemic,” said Sam Russo, Chair of KMVB Committee.

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

By registering your “QuaranTeam” Cleanup project on the Oneida-Herkimer Solid Waste Authority's website at www.ohswa.org, you will be entered in a prize drawing that will take place following the conclusion of the Great American Cleanup on October 18th. “QuaranTeam” individuals and/or groups must have registered through the www.ohswa.org and submit the reporting form provided upon registration to be eligible to receive prizes.

Jamie Tuttle, Recycling Educator of the Oneida-Herkimer Solid Waste Authority and partner in the Cleanup Program, said “While this year's cleanup effort may not involve large groups gathering together, the actions, large or small, of individuals and families who participate will help KMVB con-

See Quarenteam, on page 13

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National Grid Offers Energy Efficiency Tips for Hot Weather

Rising summer temperatures can result in increased electricity demand and higher electricity bills. With so many working and spending time at home during the COVID-19 pandemic, National Grid reminds its customers of the many cost-effective ways to beat the heat without sacrificing comfort.

The company recommends that customers follow a few simple actions which, when combined with those of your neighbors, can make a big difference:

During daylight hours, draw blinds, shades, drapes to prevent the sun from making your home too hot.

Control your home's temperature with a smart thermostat – Whether you're on vacation or on the go, a Wi-Fi enabled thermostat allows you to control your home's temperature from your smartphone, tablet, or laptop. Customers can use the technology to preset and adjust temperatures remotely, which could help lower energy bills by up to \$180 a year.

Slightly increase air conditioner settings, change filters – The lower you set your air conditioner temperatures, the more costly it is to operate. For example, a 75-degree setting will cost about 18 percent more than a 78 degree setting. Be sure to choose a temperature that doesn't compromise your comfort. Also, check your window air conditioner filter and replace or clean it if it is clogged. If your home has central air conditioning, check the furnace filter and replace it if it's dirty.

Temporarily turn off your pool pump – Pool pumps are one of the largest consumers of household energy – second only to the air conditioning unit.

Use oscillating fans, which consume less energy than air conditioners.

Delay the use of hot water appliances like dishwashers and washing machines.

Turn off lights when they are not needed.

Unplug electronics to reduce phantom load –

Phantom load refers to the way electricity is drawn from electronic and electric devices when they are turned off. An advanced power strip on your entertainment system can turn off power to peripheral devices, reducing phantom load all year long, and saving up to \$60 annually.

Heat Stress and Power Outage Tips

National Grid also reminds customers that prolonged temperatures of 90°F or higher can lead to heat-related illnesses, especially for the elderly, young children and those with chronic illnesses. More information on heat stress can be found here.

If you experience an outage, National Grid advises customers to leave the refrigerator and freezer doors closed to keep the contents inside cool.

Turn off any appliances that were on when the power went off but leave one light on so you will know when power is restored.

The Importance of Empathy-Based Marketing

By Susan Friesen

Source: articlebiz.com

When I say the word “empathy,” what do you associate it with?

Kindness to a family member going through a hard time? Supporting your partner when they've had a bad day? Or, does a business-related ex-

ample come to mind?

I'm going to guess that many people don't associate “empathy” with buying or selling.

Unfortunately, many brands don't either!

But as we move forward from COVID-19, empathy-based marketing isn't just

the right thing to do, your customers now expect it.

Many studies done during the pandemic are showing that people want brands to be more empathetic and aware of the long-term impact it will have on their lives.

Hopefully, you communicated authentically and empathetically with your customers during this time, and you're going to have to continue to do so!

So now that we've established that being empathetic is important, let's define exactly what it is.

Basically, it's putting yourself in your customers' shoes to better serve them. And unlike sympathy, which is feeling compassion, empathy means imagining yourself in another person's situation.

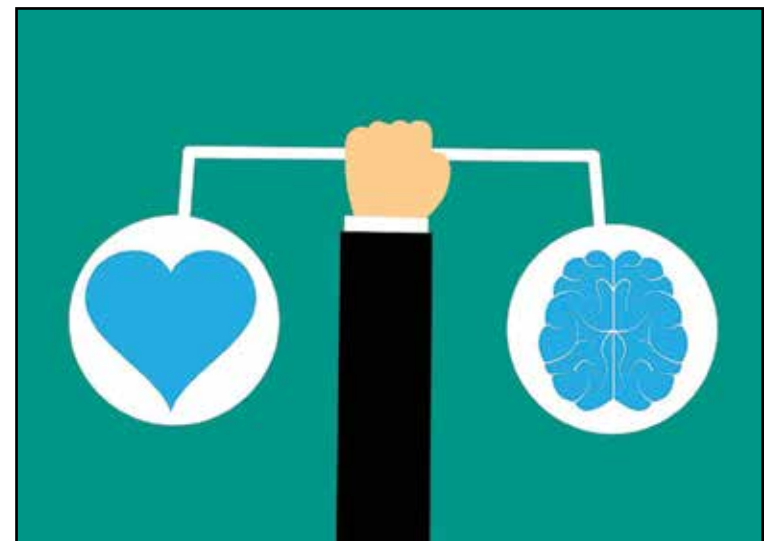
Examples of Brand Empathy

Let's look at a real-world example: IKEA recently created a video using footage shot by employees, capturing moments at home.

By thinking like their customers, the company showed solidarity and connection during the COVID-19 crisis – and reminded people that maybe they should spruce up their space!

Here are a couple of ways a small business owner could use empathetic content marketing:

– Make a DIY blog or video to show people how to create something using your product.



Whether it's growing herbs, updating their wardrobe with a few key pieces, doing crafts, or tracking their finances, this could be a good way to provide something useful to customers or social media followers who are spending more time at home.

– Give a portion of your proceeds or donate products to a charitable cause. During the pandemic, one of our clients was very active in the community, donating a number of face masks to health workers.

People are going to be looking to brands to continue these charitable efforts post-pandemic.

No matter how you approach empathy-based marketing, make sure you're offering something of value to your audience.

According to Forrester's 2019 research, 65% of consumers say they already get too much material from marketers, and nearly that many

think they're getting useless content.

Being empathetic isn't your excuse to peddle fluff or lose sight of providing people with an actual solution.

How to Use Empathy to Enhance Marketing

– Tap into emotional triggers.

Yes, your product or service offers buyers a solution, but that's the logical side of the equation. What emotions drive your customers' behaviour?

For example, one of our clients offers financial therapy services. Rather than focusing only on the numbers and figures, Wendy Wright dives deeper into the why of financial decision-making.

She talks about her previous struggles with money and the importance of looking at

See Empathy,
on page 13

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Continuing the Discussion: CBD, Hemp, and Beyond...

By Kayoko Lomanto

NY state registered pharmacist and owner of Drgnfly Botanicals LLC.

Last month, I discussed the history of hemp and marijuana, the discoveries of CBD, THC, and the endocannabinoid system. In this article, I will talk about hemp industries in New York State.

New York authorized hemp growing in 2015, allowing for up to 10 educational institutions, farms, or businesses to grow and research hemp. According to the NY State Department of Agriculture Website, there are 99 registered processors, 537 growers, and 19 combined growers and processors to date. Altogether, the program has over 25,000 acres of registered hemp production. However, the number of licenses issued is not a true reflection of the amount of industrial hemp cultivated. 3,500 acres of hemp were grown in New York last year.

Academically speaking, Binghamton University and SUNY Sullivan became authorized participants of the industrial hemp pilot program in March 2017. Cornell University and SUNY Morrisville participated the Hemp Research in 2017. SUNY Cobleskill planted a small batch of industrial hemp for research purposes. SUNY Morrisville began offering a Cannabis Industry minor in the fall 2019 semester after launching a special project learning opportunity during the spring 2019 semester that explored the growing methods of cannabis. SUNY Canton offers CannaBusiness Management. SUNY Cortland offered a one-credit online course "Chemistry, Cannabis and Society" in March 2020.

Though New York state seemed proactively involved in the industrial hemp research over the last three years, officials found themselves way behind in establishing industrial hemp/CBD regulations for farmers and business owners. On December 9, 2019, Governor Andrew Cuomo signed legislation (S.6184/A.7680) regulating hemp in New York State (the "Bill"), bringing hope to the hemp industry.

In January 2020, I attended a Hemp Symposium and Expo at Binghamton University hoping to get some inside news about the new regulations. Some of presenters at the symposium were Assemblywoman Donna Lupardo, Kaelan Castetter of CSG (Castetter Sustainability Group) Hemp, Janice Gegni from Cornell Cooperative Extension, and Marcel Lamb from the New York State Department of Labor, Dr. Tracy Brooks, Binghamton University School of Pharmacy and Pharmaceutical Sciences, and lawyers. Many of attendees had the same question: "What, when, and how would the new regulation take place?" Every presentation ended with this question.



Kayoko Lomanto

The Bill provided a much-needed framework for the production and sale of hemp products while establishing important consumer protections. The new hemp law took effect on May 1, 2020. The major goals of this Bill are establishing labeling and manufacturing standards, creating a more flexible and business focused licensing structure, and ensuring consumer safety for all hemp extract products sold in New York. However, while the bill was enacted in May, the provisions will not be enforced until 2021. Thus, the state just gained more time to establish regulations.

Farmers and processors envisioned regulations that would provide concrete requirements for producing products and accessing the New York market by now. During the rest of 2020, the state is going to establish various rules and regulations as stipulated in the bill and to transfer authority over hemp extract to the NYS Department of Health, which makes sense because the agency currently regulates the State's medical marijuana program.

I hope the next four months bring clear directions for farmers, processors, and business owners.

The NYS Medical Marijuana Program started in 2014 and now there are 10 organizations in the program. Each organization consists of one cultivation center and four dispensaries within the state. There are three dispensaries in the capital region and one cultivation site in Fulton County. Adult-use marijuana maybe legalized next year.

My name is Kayoko Lomanto. I am a NY state registered pharmacist and the owner of Drgnfly Botanicals LLC. I provide CBD products, CBD educational sessions, and individual counseling. I also work at a medical marijuana dispensary in Albany. Any questions about this article or my new products, please visit drgnflybotanicals.com or call 518-722-4412. Mohawk Harvest and Paul Nigra Gift shop carries Drgnfly Botanicals CBD oils.

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Membership News



Janet Davis

Director of Membership
and Member Services

Membership@fultonmontgomeryny.org

Shout Out to our Members!

Thank you Chamber members for all you do. We were so fortunate to have Gehring Tricot Corp. donate over 1000 masks to give members in need. Also Assemblyman Robert Smullens donated gallons of hand sanitizer for our members. We have had a great

response from our businesses and they appreciate your generous donation.

Next I would like to thank our Chamber Staff and members for all your referrals. Things are finally picking up now that we are all back in the office. Even when I was working remotely, several members talked to new and well-established businesses on the Chamber's behalf, about the benefits of being a member of the Chamber. I would like to say Thank You to Lana Ruggiero from Ruggiero Reality LLC. I have had several phone calls and have set up appointments due to your referrals. As a matter of fact, I have signed 2 members up this week with your name on the sign up sheet as a referral source. I would also like to thank Amy McCray from CG Roxanne for your several referrals. Thanks to Amy, I even signed up a couple new members while I was working remotely.

Thank you everyone for

your support. They are just two of the many that have helped the Chamber in many ways.

Recently I have talked to several members and asked them are you benefiting from the Chamber? Here are a few examples showing how our members feel.

Crystal Grove Diamond Mine & Campground, St. Johnsville NY – Billie Jo Muller

Billie Jo said, "In having a very unique business in Central, New York, I have found our local Chamber of Commerce to be one of our greatest assets. The Fulton Montgomery Regional Chamber of Commerce has given me many opportunities for advancement in the tourism market, which I consider invaluable. Mark and his team work well together, giving me a great foundation for many aspects of my business activities, including marketing,

networking and general support. I encourage you to take advantage of the Chamber and its very resourceful offerings, as small and as large as they come. They represent their businesses and members very well and with great pride."

Dollar General – Elijah Braemer

Elijah explained, "The Fulton-Montgomery Chamber was, and has been, instrumental in welcoming Dollar General to the area. Dollar General's mission statement is to "serve others," and our number one priority always is to ensure that our community is a part of us, and we as a business, are part of the community.

Two big ways that the Chamber helped bring our mission statement to life as a new business in the area included first to help our out-of-state employees and leadership travel in to find our counties as their new homes. The chamber

put together a booklet that we used to share with our employees who were relocating to the area. This booklet shared entertainment options, shopping/restaurant destinations, cost of living breakdowns and many more information items to accommodate the needs of someone relocating to live in our surrounding area.

The second way was in support of our voice to volunteer, build new relationships with area businesses and leadership, and spread the news about the hiring of associates and opening our facility.

Each step of the way the chamber was by our side — in support of Dollar General having a successful opening, helping the community we serve with jobs we had available, and ensuring our team felt welcomed to the area."

Once again Thank you so much for your support, much appreciated!

Visit The Chamber online at:
www.fultonmontgomeryny.org



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Estate Planning is for Everyone

An estate plan is not just for high-net-worth individuals, it's for everyone who is single, has a spouse, has a partner, has dependents, owns a business, has investments, has retirement funds, owns property, or has material possessions of value such as a car. An estate plan may reduce estate taxes and shield your beneficiaries from having to go through probate. It means your last wishes will be heard. You can name a guardian for any young children and can even direct how you wish a beloved pet to be cared for after you are gone. Having an estate plan can also prevent a mess by bringing clarity to your beneficiaries, and it can protect assets from unforeseen creditors.

The estate plan may contain a will or living trust, the names of your beneficiaries, the appointment of an executor, a letter of intent that tells a beneficiary or executor what you wish to be done with specific assets, funeral details, and special requests. It should contain a healthcare directive with a power of attorney appointing a trusted person to make medical decisions for you when you can no longer voice your opinion, and a durable power of attorney appointing a trusted friend or relative to make financial and legal decisions for you, if you become incapacitated. It may also contain a trust or trusts for passing on assets to your beneficiaries. Life insurance can be an important compo-

nent in the overall estate plan.

You should update your estate plan whenever a major change occurs in your life, such as purchasing a home, moving in with a significant other, getting married, having or adopting a baby, selling your business, getting a divorce, retiring, or having a beneficiary die before you do. Review your plan when federal and state laws on estate taxes change.

If you should die without a will (which is called "intestate"), the state and federal governments will have standard procedures for distributing your assets, and they may not be in line with your wishes. Your beneficiaries may have to pay more in estate taxes, and probate may take considerably longer than it would if you had a will in place.

Consult a professional financial advisor on tax and estate planning. Trusts can be complicated to set up, so consult a professional trusts and estates attorney or certified public accountant before you begin.

This educational, third-party article is provided as a courtesy by Chamber Member Anthony Cosentino, Agent, (Ins. Lic. #200972) New York Life Insurance Company. To learn more about the information or topics discussed, please contact Anthony Cosentino at 518-332-8815 or acosentino@ft.newyorklife.com

Empathy, continued from page 10

finances with “compassionate curiosity” to empathize with her clients, who often feel shame or anxiety around debt or savings.

— Listen to your customers

A 2018 study by M&C Saatchi looked at how well 34,000 customers’ actual experiences with brands lined up with their promises. They discovered that 18% of consumers had stopped using a brand in the last 12 months because of a broken promise.

Twenty-seven percent believe that experiences are getting worse with brands, not better.

Are you following through

with the quality and service that your customers deserve?

I’ve talked about this many times before, including the importance of dealing with negative customer reviews. At the core of brand empathy is how you treat your customers when they provide negative feedback.

For example, when a customer accused Airbnb and a host of racial discrimination after being refused a booking, then accepted after using a fake profile of a white man, Airbnb responded swiftly.

They launched their ‘Open Doors’ policy, which places any guest who feels like they are being discrim-

inated against somewhere else, whether that’s in another Airbnb property or in a hotel.

— Remember and respect differences.

No two customers are alike, even if they both fall into your target audience. People from different geographic locations, generations and genders aren’t all going to necessarily want the same thing from you.

When you’re creating your empathetic content marketing strategy, start with in-depth customer persona research. A marketing persona defines a segment of your audience, for example “tech-savvy millennial”, or “thrifty young mom.”

To design these useful marketing tools, you can look at your demographic data, survey

and/or interview your customers and listen on social media.

By developing these marketing personas, you’ll have a much better idea of how to approach—and appeal to—your audience by offering them relevant content they will appreciate receiving from you.

Chances are you had to pivot your marketing strategy during the pandemic, but that doesn’t mean it’s going to be back to business as usual now.

It’s time to walk a kilometer in your customers’ shoes. So be kind, understand the emotional level your client is at right now, and provide valuable content that is relevant to them as we all do our best to move forward stronger than ever.

Susan Friesen, founder of the award-winning web development and digital marketing firm eVision Media, is a Web Specialist, Business & Marketing Consultant, and Social Media Advisor.

Visit www.ultimatewebsiteguide.ca and download your FREE “Ultimate Guide to Improving Your Website’s Profitability – 10 Critical Questions You Must Ask to Get Maximum Results.”

Quarenteam, continued from page 10

tinue its mission to remove litter and beautify the region we call “home” while inspiring generations of environmental stewards. KMVB is cleaning up, yes, but we are also changing behaviors by engaging the enthusiasm of involved young people,” said Tuttle.

“From Boonville to Cobleskill, from Oneonta to Northville, and all along the Mohawk Valley, volunteers will be working together to make a difference in their communities. Projects such as the KMVB “QuaranTeam” Cleanup, community gardens, recycling and beautification help leverage other public and private resources to positively impact our region,” said Russo.

To register your “QuaranTeam” Cleanup, visit www.ohswa.org. (Click “QuaraTeam” Cleanup.) You may also contact Mohawk Valley Economic Development District with any questions related to the Cleanup at (315) 866-4671.

Chamber Member Anniversaries

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

Less than 5 Years

- True Value Hardware.....2019
- Sunshine Tangerine
- Professional Cleaning2018
- Foothills United Methodist Church2018
- Nick Stoner Inn & 19th Hole2017
- Caren L. Pepper2017
- Schenectady Community Action Program, Inc.....2016
- Gloversville Housing Authority.....2016
- Jeremiah G. Ryan.....2016
- Fonda Fairgrounds2016

5 to 9 Years

- The Century Club of Amsterdam, New York.....2015
- The ShoeLeather Express2015
- Palatine Nursing Home and Rehabilitation2015
- First National Bank of Scotia.....2014
- A to Z Indoor Comfort Systems.....2014
- Young Living Essential Oils2014
- Amsterdam Printing2011

10 to 19 Years

- Curtin-Hebert Machines.....2009
- Bosco’s Family Restaurant, Inc.2006
- ADK Realty2006
- Sanders Motorsports, Inc.2005
- Ferguson & Foss, P.C.2005

10 to 19 Years continued

- Kinowski Agency Inc.2004
- Mickey Parker Jr. – State Farm Insurance ...2002
- Pops Lake Campground.....2001

20 to 29 Years

- Buhrmaster Energy Group2000
- Edith Pryce M.D.2000
- State Farm Insurance Beatty Agency.....1999
- Brown’s Ford and Collision of Amsterdam/Johnstown1999
- Egelston Energy Company1999
- Glenbrook Farms1998
- Lou’s Electric of Amsterdam, Inc.....1998
- Gordon’s Lakeside Marine1996
- Crystal Grove Diamond Mine & Campground.....1996
- Park Marine Base, Inc.....1995
- Town of Johnstown.....1994
- Glove Cities Rotary Inc.1993
- Walmart-Gloversville1992
- Harvey’s Home, Garden & Pet Center/ Home Heating1992
- Benjamin Moore & Co., Inc.1991
- Lutz, Selig & Zeronda.....1991

30 to 39 Years

- Holland Meadows Golf Course1990
- Blue Flame Gas Co., Inc.1988
- Rooney Sign Company1985
- Palmer Pharmacy1982

40 to 49 Years

- Bornt Waste and Metal1980
- SF Fabrics, LLC.....1979



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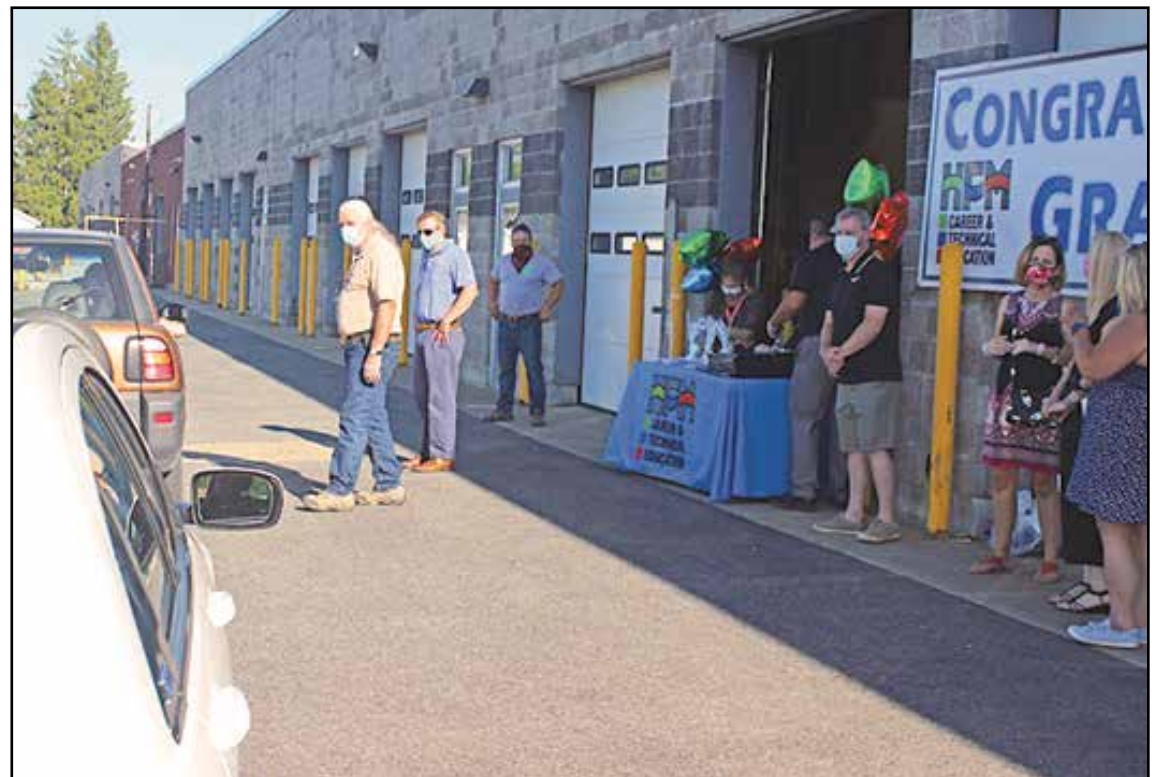
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HFM Career & Technical Center Honors Graduates

The HFM Career and Technical Center congratulated graduates during a drive-thru on campus in June. Observing safety precautions, instructors and administrators greeted students and family members in their cars exchanging well wishes and distributing certificates and special awards. Congratulations to all the students for their hard work and dedication through a challenging year!



Business Education Partnership News

HFM BOCES Celebrates 28 Students



On Tuesday, July 7, HFM BOCES celebrated 28 students who completed the HFM PTECH and Agriculture PTECH programs during a socially-distanced ceremony outside of Fulton Montgomery Community College.

These students, who come from school districts across the Hamilton-Fulton-Montgomery region, earned their Regents high school diplomas and associate degrees through the project-based, early college high school program.

Among this year's completing students were the first two to graduate from the Ag PTECH program. Jenna Finch and Madison Blood both earned their high school diplomas and associate degrees in animal science from SUNY Cobleskill in four years.

The other 26 students earned associate degrees from FMCC in areas including business,

computer information systems, health studies, electrical technology and radiologic technology.

To open the third annual PTECH Completion Ceremony, student Abigail Douglas sang the national anthem, and student Grant Stevens, who is entering the Air Force, led the Pledge of Allegiance.

FMCC professor Paula Brown-Weinstock, who taught many of the PTECH students during their time at the college, delivered the keynote address.

Three student speakers – Rhiannon Bornt, Shawn Glionna and Heavenlee Vazquez – also took the stage to share parting words with their fellow students.

During the ceremony, each student was recognized for their accomplishments during their time in the PTECH program and received a plaque.



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