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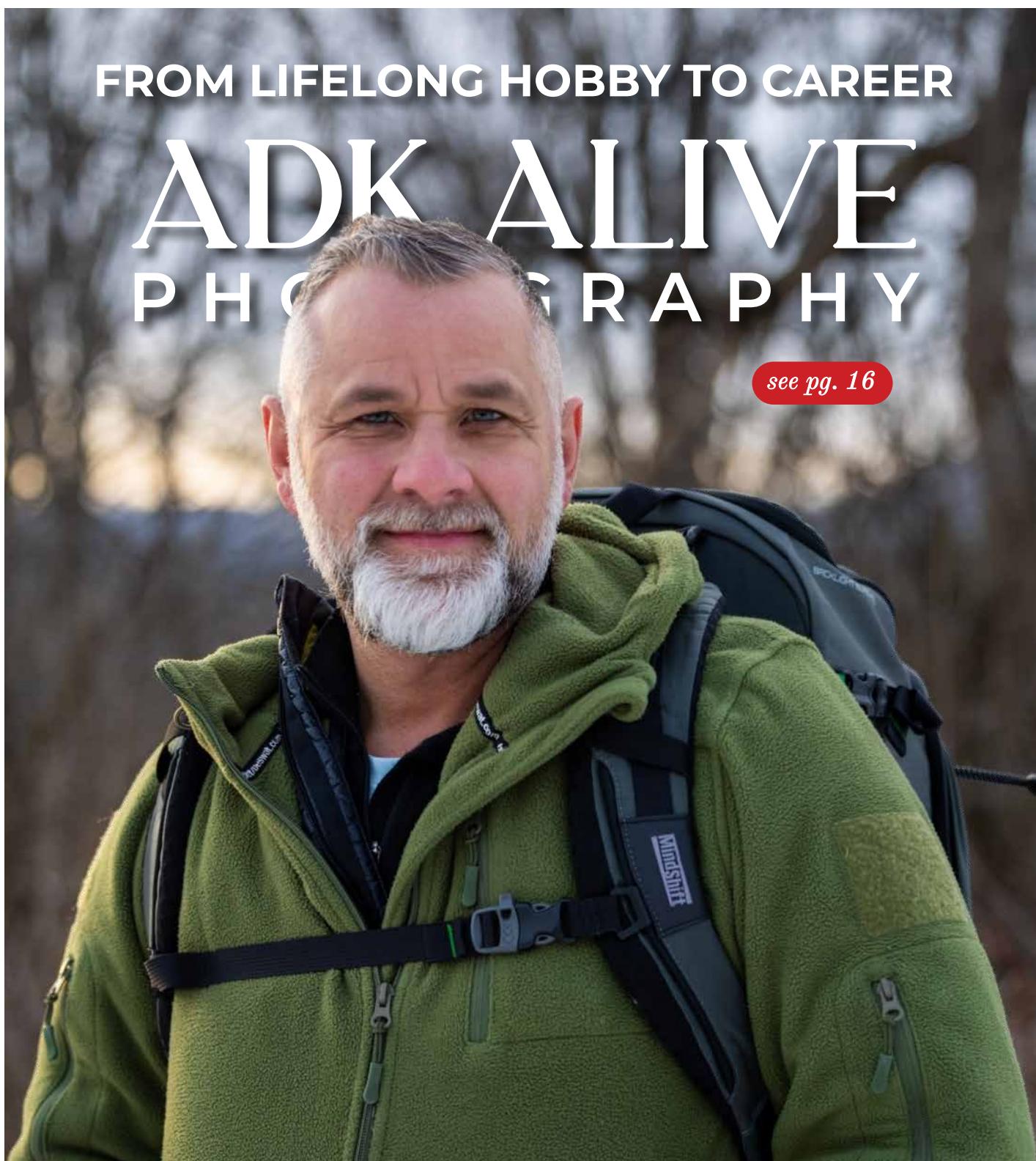
February 2025 · Business Report

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GLENS FALLS BUSINESS REPORT

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FIVETOWERS
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PUBLISHED BY
FIVE TOWERS MEDIA

michael@fivetowers.us
FiveTowers.us

LOCALLY OWNED
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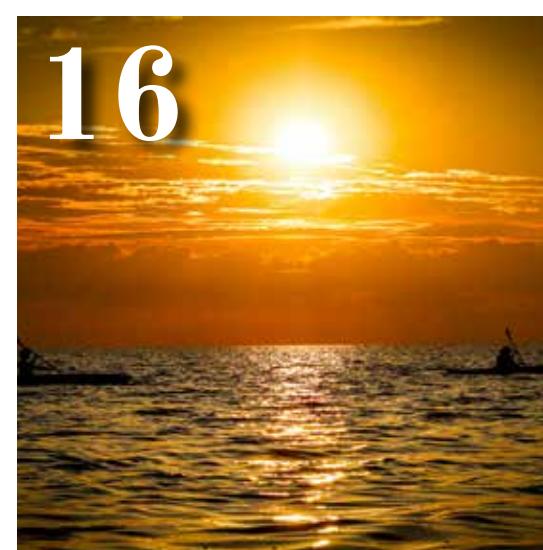
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ARCC LEADERSHIP ADIRONDACK PROGRAM

Concludes with a Graduation Ceremony



Pictured in photo, back row from left to right: ARCC Director of Events & liaison to the Leadership Adirondack program Carol Ann Conover, ARCC President & CEO Tricia Rogers, Misty Miller (Southern Adirondack REALTORS®, Inc.), Laura Jensen (Tri County United Way Inc), Sara Brown (ASCEND Mental Wellness), Luke Kelly (Arrow Bank), Brett Wagner (NBT Bank), Susan Corlew (SUNY Adirondack), and Leadership Adirondack facilitator Brian Rollo.

Front row, from left to right: Amanda Fawcett (Hudson Headwaters Health Network), Dustin Hall (Amsure), Danielle Signor (JMZ Architects and Planners), Amanda Robillard (The VMJR Companies), Christopher Mahon (Ray Audio Video), Ethan Weinberger (KEENA PEO Services), and Maureen Mackey (Arrow Bank). Not pictured: Liza Rucinski (Glens Falls Hospital)



Story & Photos
by **Amanda Blanton**,
ARCC Vice President,
Marketing & Communications

The Adirondack Regional Chamber of Commerce (ARCC) hosted the graduation ceremony for its Leadership Adirondack Class of 2025 on February 4th in Heritage Hall at the Cool Insuring Arena in Glens Falls. Surrounded by friends, family, and colleagues, 14 graduates celebrated their accumulated accomplishments over the past four months, which included classroom sessions, industry

tours, and community service. Each class is unique, which makes this program dynamic and rewarding. Many executives, managers, and community leaders have participated in the program, contributing to the community's growth and development over the years.

"Watching these budding leaders go through this program was incredible, but nothing compares to seeing them come together and reflect on their individual experiences during the graduation ceremony," said ARCC President & CEO Tricia Rogers. "It was truly rewarding to witness their growth and hear their plans for continued success in the future."

Created in 1991, the ARCC Leadership Adirondack program has been developing future leaders through a combination of facilitated workshops, industry



As part of the program, participants complete a community service project designed to teach valuable lessons in leadership, teamwork, civic responsibility, and more. In the past, classmates would select one or two nonprofits to support, taking full responsibility for determining how to raise funds and bring their plans to life. However, a different approach was taken for the 2025 class—one that impacted nine different nonprofits in the region. Community service projects were submitted to the ARCC for consideration and then assigned to Leadership Adirondack classmates. The following nonprofit organizations benefited from the classmates' volunteer hours:

- Big Brothers Big Sisters of the Southern Adirondacks
- The WAIT House
- Southern Adirondack Independent Living (SAIL)
- Community Work & Independence (CWI), Inc.
- North Country Ministry
- Family Service Association of Glens Falls
- World Awareness Children's Museum
- Queensbury Senior Center
- Warren County Historical Society

During the graduation ceremony, each classmate had the opportunity to share their experiences, including insights into their individual community service projects. A common theme emerged—the realization that many people underestimate the profound impact nonprofit organizations have on their communities.



In addition to the community service projects, classmates participated in multiple sessions led by program facilitator Brian Rollo of the Brian Rollo Consulting Group. The first sessions focused on understanding personalities for effective communication and leadership. This interactive workshop encouraged classmates to embark on a self-discovery journey through personality assessments. After learning about each personality archetype, they explored how to recognize and appreciate the unique strengths and challenges of different personality types.

Subsequent sessions covered navigating difficult conversations, building high-performance teams, cultivating a performance-based company culture, and finding the perfect balance between authority and empathy. To round out the experience, classmates were encouraged to attend an ARCC board meeting to observe and understand the role and dynamics of a Board of Directors.

"It was an honor working with this group of powerful leaders. There really is no other kind of professional satisfaction that compares to watching people blossom and develop their skills right before your eyes. These leaders have already made a tremendous impact on our community, and I can't wait to see what they will accomplish from here. We will all grow stronger because of them," said Brian Rollo, Leadership Adirondack Facilitator & Consultant.

THE ARCC BELIEVES leadership development is essential for building strong, resilient communities. When individuals are empowered with the skills, knowledge, and confidence to lead, they can drive positive change, inspire others, and address local challenges effectively. Investing in leadership fosters collaboration, innovation, and a shared vision for progress, ensuring that communities continue to grow and thrive for future generations.

The ARCC Leadership Adirondack program will return in 2026! ■

BIG BROTHERS BIG SISTERS OF THE SOUTHERN ADIRONDACKS

Celebrates
50 Years

by Tyler Murray | Photos Provided

BIG BROTHERS BIG SISTERS (BBBS) is one of the largest and most impactful youth mentoring organizations in the world, with a mission to ignite the inherent potential in young people by matching them with caring adult mentors. By fostering meaningful relationships between mentors (Bigs) and mentees (Littles), BBBS creates opportunities for positive change in the lives of youth and helps young individuals realize their aspirations. Through a mentoring model, the organization connects children facing adversity with caring mentors, helping them navigate the challenges of growing up and achieve their goals. Founded in 1904 in New York City, Big Brothers Big Sisters has had a profound influence on the lives of countless youth, empowering them to reach their full potential.



Locally, Big Brothers Big Sisters of the Southern Adirondacks is celebrating its 50th year in operation and continues to strive to serve children across Warren, Washington, and Saratoga counties. It is important to note, however, that the Southern Adirondack branch, like all branches of BBBS, is independently funded by the communities it serves. In other words, they use a federated model, where independent branches collaborate under a shared framework but do not receive national funding. This means it's up to the communities to lend a helping hand, whether by donating or simply volunteering their time. During the first forty years of the Southern Adirondack branch, the operation was relatively small, but during the last ten, things have changed.

Glens Falls Business Report was able to speak to both Bill Moon, CEO of the Southern Adirondack branch, and Megan Farrell, Program Director. Bill shared the following: "Our branch has seen a huge increase in children that need our services over the past ten years, really in the last seven or so. Right now, we are serving about four times as many children as the branch did back in 2015." Unfortunately, the number of children in need throughout our community keeps growing. "We have 247 kids on the waitlist for our services," Megan Farrell added. With more donations, volunteers, and organizations willing to support the cause, this number could decrease substantially, but as of now, the waitlist remains long.



The services offered by BBBS of the Southern Adirondacks are wide-ranging. Sometimes it's as simple as Bigs spending time with their Littles, but other times, the services BBBS provides offer important life skills that schools often don't teach. These include financial literacy, social skills, and workplace mentoring. For instance, BBBS of the Southern Adirondacks joined a nationwide program called Bigs in Blue, a one-to-one mentoring initiative that connects youth with police officers in communities throughout the nation, building strong, trusting, and lasting relationships. Done locally through the Warren County Sheriff's Office, these relationships can help children develop into confident adults and foster stronger bonds between law enforcement and the families they serve.

This upcoming March, Big Brothers Big Sisters of the Southern Adirondacks is hosting its yearly

Bowl for Kids' Sake—the organization's biggest fundraiser of the year. From March 21st to 23rd, the fundraiser will take place at Kingpin Alley in South Glens Falls. Participants, whether individuals or corporate sponsors, enjoy a night of food, drinks, and bowling, all while raising money for BBBS. All proceeds from the event will go directly toward mentoring programs to better serve the children of the Southern Adirondacks. BBBS asks participants to invite friends, family, or co-workers to join the event or, if unavailable to attend, consider donating directly. The BBBS of the Southern Adirondacks is wholly funded by the community it serves and relies heavily on individuals and corporate sponsors to support its mission. For more information on the event, how to sponsor a lane, or how to donate, visit:

<https://secure.qgiv.com/event/bowlingadk>.



BIG BROTHERS BIG SISTERS OF THE ADIRONDACKS IS EAGER FOR YOUR SUPPORT.

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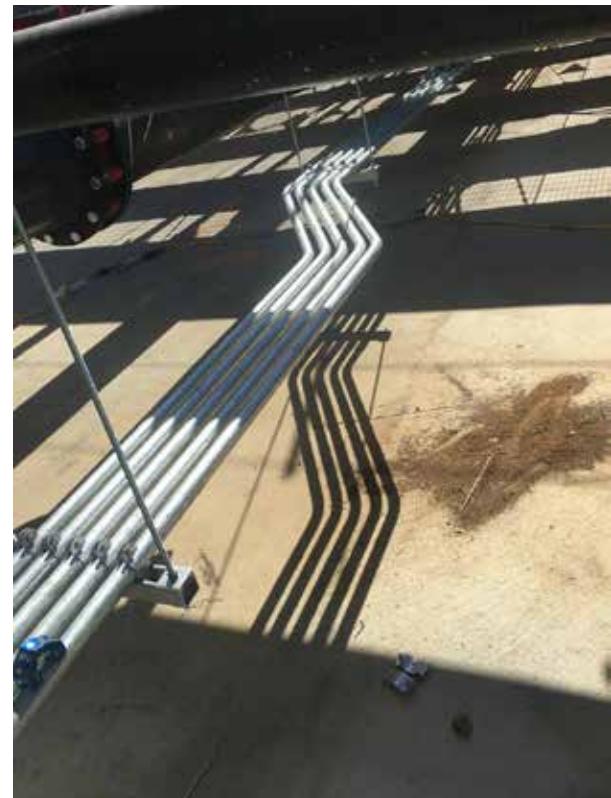
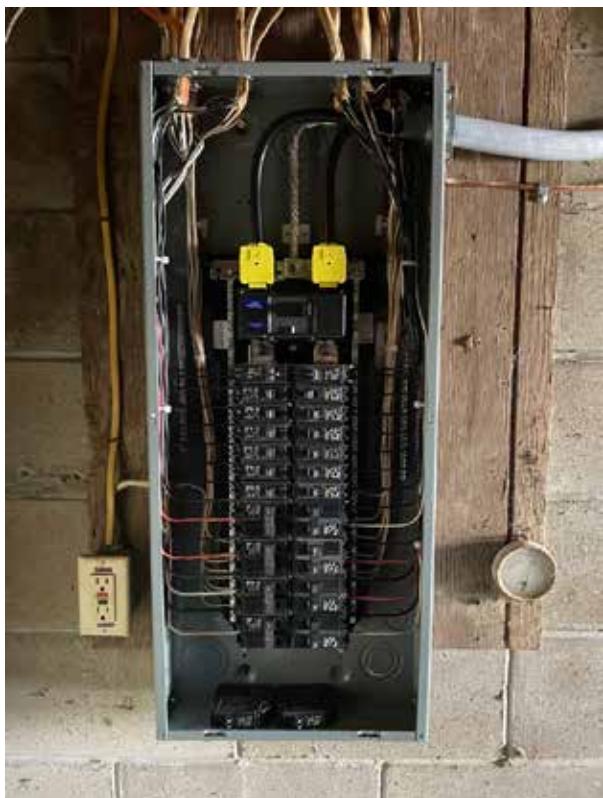


by Tyler Murray

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Shaw DuBourg has been in the electrical business for nearly two decades. As a member of the International Brotherhood of Electrical Workers (IBEW), DuBourg spent his younger years traveling around the United States, working on large commercial electrical projects. The roots of the IBEW trace back to a time when electrical work was emerging as a new and rapidly expanding field. During the late 19th century, electrical technology began transforming society, and workers needed an organized voice to advocate for better working conditions, fair wages, and job security. Founded in 1891, the IBEW is one of the largest and most influential unions in the United States and Canada, with nearly one million members working in various sectors of the electrical industry.

A wireman by trade, DuBourg traveled from state to state in his youth, filling roles on a variety of electrical projects that lacked local manpower. As a result of his time in the union, he lived in places like Colorado (where his apprenticeship began), Nevada, Oregon, and Washington, to name a few. During the early days of the COVID-19 pandemic, DuBourg packed his bags and headed to Long Island to lend a hand at Stony Brook University, where workers built one of the nation's largest temporary medical facilities to help ease the burden on overflowing hospitals. Now, at nearly 40 years old, DuBourg is starting a venture of his own.



While working on a project near Utica, DuBourg began to fall in love with upstate life. “I really enjoyed my time out there—the people, the area—everything was really nice, so I figured, why not explore New York a little more and see what it has to offer?” DuBourg told *Glens Falls Business Report*. In January 2023, after researching the area, DuBourg settled in Fort Edward. “I love the location—close to the Adirondacks, close to New York City, Boston, Montreal, and all that—so I was pretty convinced,” he continued. “I thought to myself, *It's definitely the time in my life to establish some roots and build something around me.*” And that’s exactly what he plans to do.

Using his 17 years of electrical experience, DuBourg has started his own company—Symmetric Electric, or Symm Electric for short. Established in October 2024, Symmetric specializes in electrical contracting services for residential projects, with plans to expand into the commercial space in the coming years. “There’s

really nothing on the residential side that I can’t handle,” DuBourg said. Whether installing new electrical systems, maintaining existing ones, or providing emergency repairs, Symmetric Electric offers customized solutions that cater to a broad range of client needs. DuBourg understands the importance of safe and functional electrical systems in a home, providing expert electrical installations, upgrades, repairs, routine inspections, and more. Services include panel upgrades, circuit rewiring, lighting installation, and electric vehicle charger installation, to name a few.

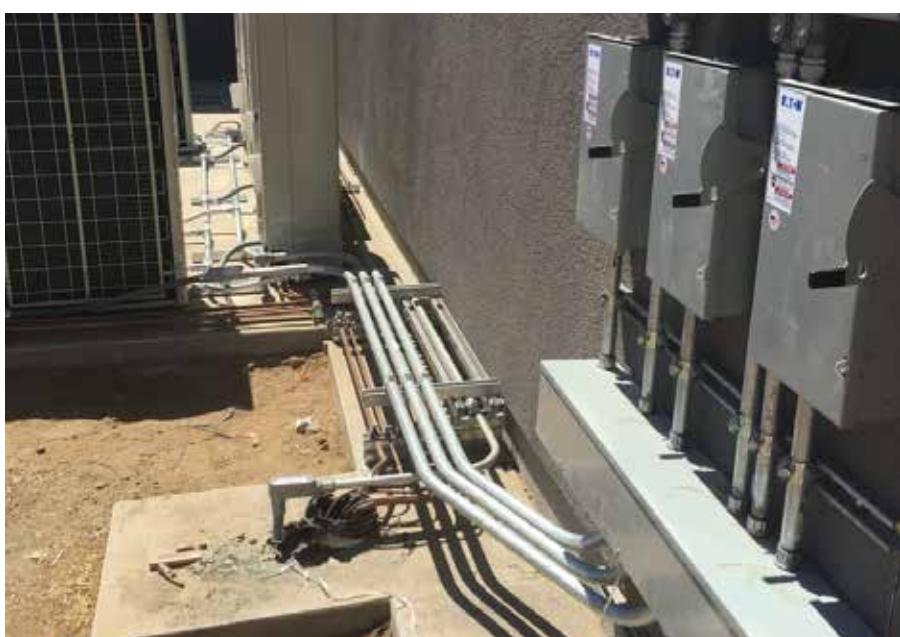
As a first-time business owner, DuBourg understands that work culture stems from the top down. As of now, the team is small, but he plans to expand his workforce and increase the company’s reach in the coming years. DuBourg is excited to “set the culture” of the workplace and maintain a steady business that serves Warren, Washington, and Saratoga counties. When asked about the future of Symmetric Electric, he emphasized his

goal of leading operations for a company capable of undertaking large-scale commercial projects while continuing to serve residential clients.

“It can be an industry that is really tough to break into,” DuBourg said, referring to large commercial projects. “But I definitely have a three-year plan to get there, and I know the opportunity is there.”

In a world where electricity powers nearly every aspect of daily life, reliable electrical services are more essential than ever—especially in a place like New York, where, counterintuitively, licensing requirements aren’t always strict. Symmetric Electric relies heavily on experience and expertise and aims to make its mark in the region by offering top-tier services in both residential and commercial sectors.

For more information on Symmetric Electric or to view their portfolio, visit www.symellic.com, email Shaw at shaw@symellic.com, or call 518-588-1690. ■



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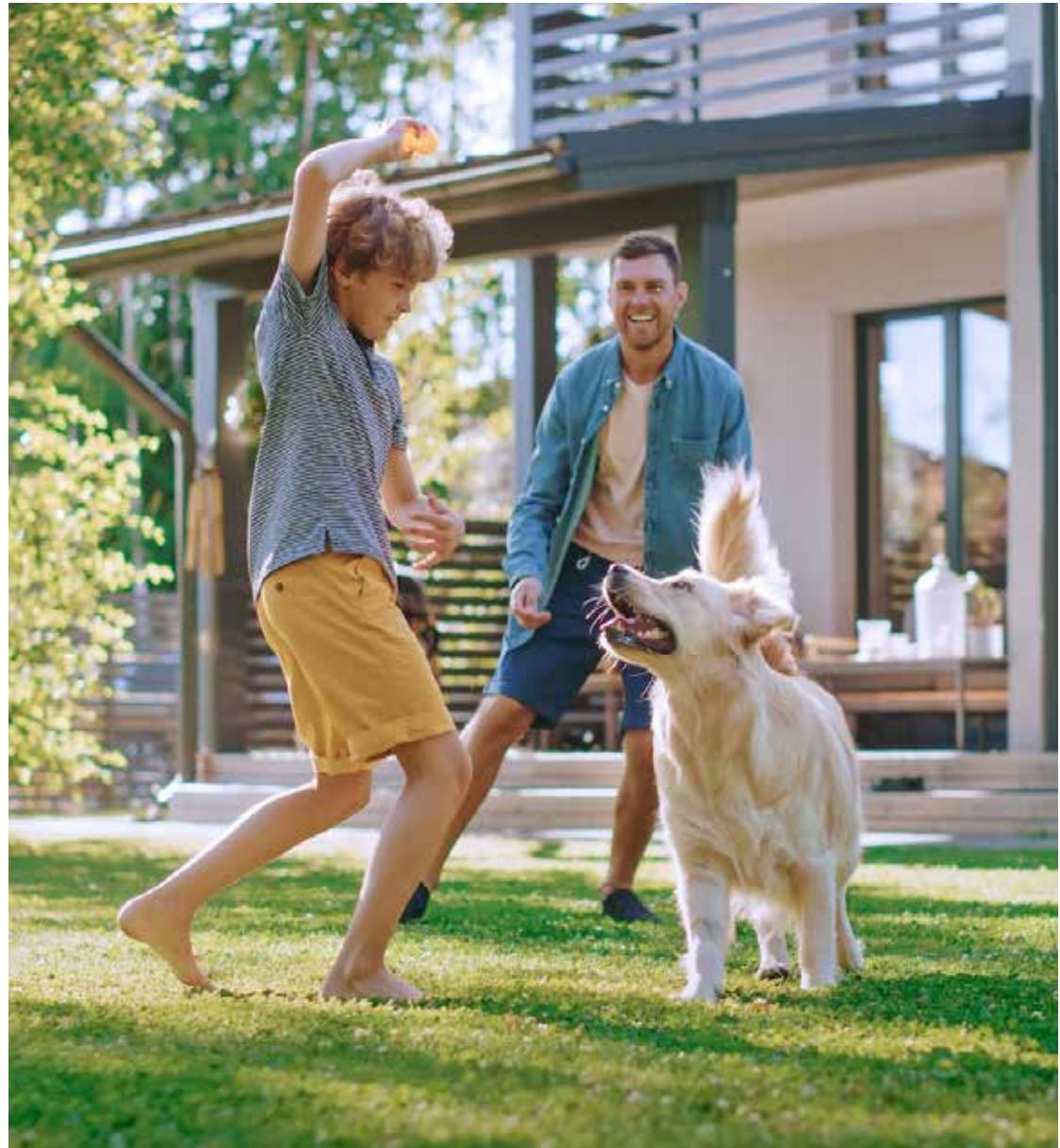
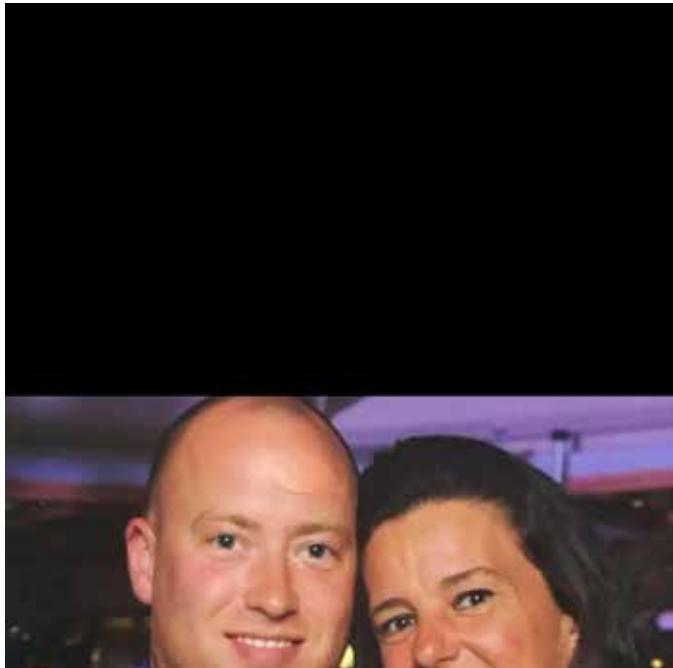
by Tyler Murray

Carl Mattison has been in law enforcement for over 15 years in New York State. As a 12-year police officer currently employed with the Hudson Falls Police Department and having also served four and a half years with Warren County Sheriff's Corrections, Mattison's law enforcement career is well decorated. But as Mattison looks toward the future, he acknowledges that he can't do the job forever. He has always been entrepreneurial in spirit, and now, Mattison is starting his newest venture.

Carl Mattison and his family have long owned A Jump Above, LLC—a party rental company specializing in high-quality inflatable rentals, including bounce houses, water slides, concessions, and other event equipment. Located in Hudson Falls, A Jump Above is well-equipped to serve

backyard parties and other events. For Carl, it's been a side gig on summer days when he's not in uniform. Now, with the help of his two sons, A Jump Above has become a party staple throughout the region and stays busy throughout the warm summer months.

However, Mattison noticed something pretty regularly when setting up for his clients—something he didn't always have an answer for. He spoke with Glens Falls Business Report and said, "One of the things I was always asked when setting up for events was about mosquitoes in people's backyards. With the humid days of summer that we get around here and the water from the slides, the mosquitoes were always there, bothering people. So, I thought to myself, well, maybe there's some sort of opportunity here."



After hearing these concerns many times, Mattison decided to do some research. Eventually, he enrolled in the Cornell Cooperative Extension's Pesticide Safety Education Program (CCE-PSEP), a federally mandated program that has been a nationally recognized leader in pesticide safety education for over 40 years. After passing his certifications and completing the Department of Environmental Conservation's (DEC) regulatory processes, Mattison became a fully licensed pesticide applicator.

For Mattison, this meant that he could not only serve his clients at A Jump Above while he was on their property (by spraying for mosquitoes as requested) but also that he had the green light to open his own small business—and that's exactly what he did.

PEST BLASTERS, LLC

Officially founded in 2024, Pest Blasters, LLC serves Warren, Washington, and Saratoga counties, providing comprehensive pest control solutions tailored to the specific needs of their clients. Their services include mosquito control, rodent control, bed bug extermination, and general pest management. They currently serve a regular group of commercial and residential clients.

On the commercial side, Pest Blasters primarily works with hotels and restaurants, with hopes of expanding in the future. "A lot of our clients now in the commercial space are hotels that do a pre-treatment for the rooms. They'll have us do about one-third of their rooms for a treatment that lasts about three months, and then we rotate."

For the residential sector, Mattison plans to introduce a subscription service, where homeowners pay a modest monthly fee for Pest Blasters to ensure their homes remain insect-, rodent-, wasp-, and mosquito-free. Once a homeowner is signed up, they will receive 12 months of pest protection, with up to 15 pesticide applications throughout the year for various pests. They will also have a direct point of contact if any issues arise that require immediate attention. This subscription-based platform is a unique idea in this industry and will provide both homeowners and the business with a strong working relationship and peace of mind.

LOOKING AHEAD

For Mattison, transitioning into the pest control business full-time is something he looks forward to. He acknowledges that he cannot remain in law enforcement forever and eventually wants to work for himself, growing Pest Blasters and expanding its reach.

"As of now, being fully licensed, I can take on apprentices under me to help grow the business," he said. "They work under my license and eventually work to get their own."

Plus, as Mattison sees it, the job is much safer than it was 20 years ago. "A lot of the pesticides and sprays that are commonly used now are much less concerning for someone that works with them every day, as opposed to decades ago. Many now contain pyrethroids, a man-made substance similar to pyrethrin, which comes from chrysanthemum flowers," Mattison said. These compounds, when carefully mixed, are generally harmless to humans but highly effective at repelling or eliminating insects and other pests.

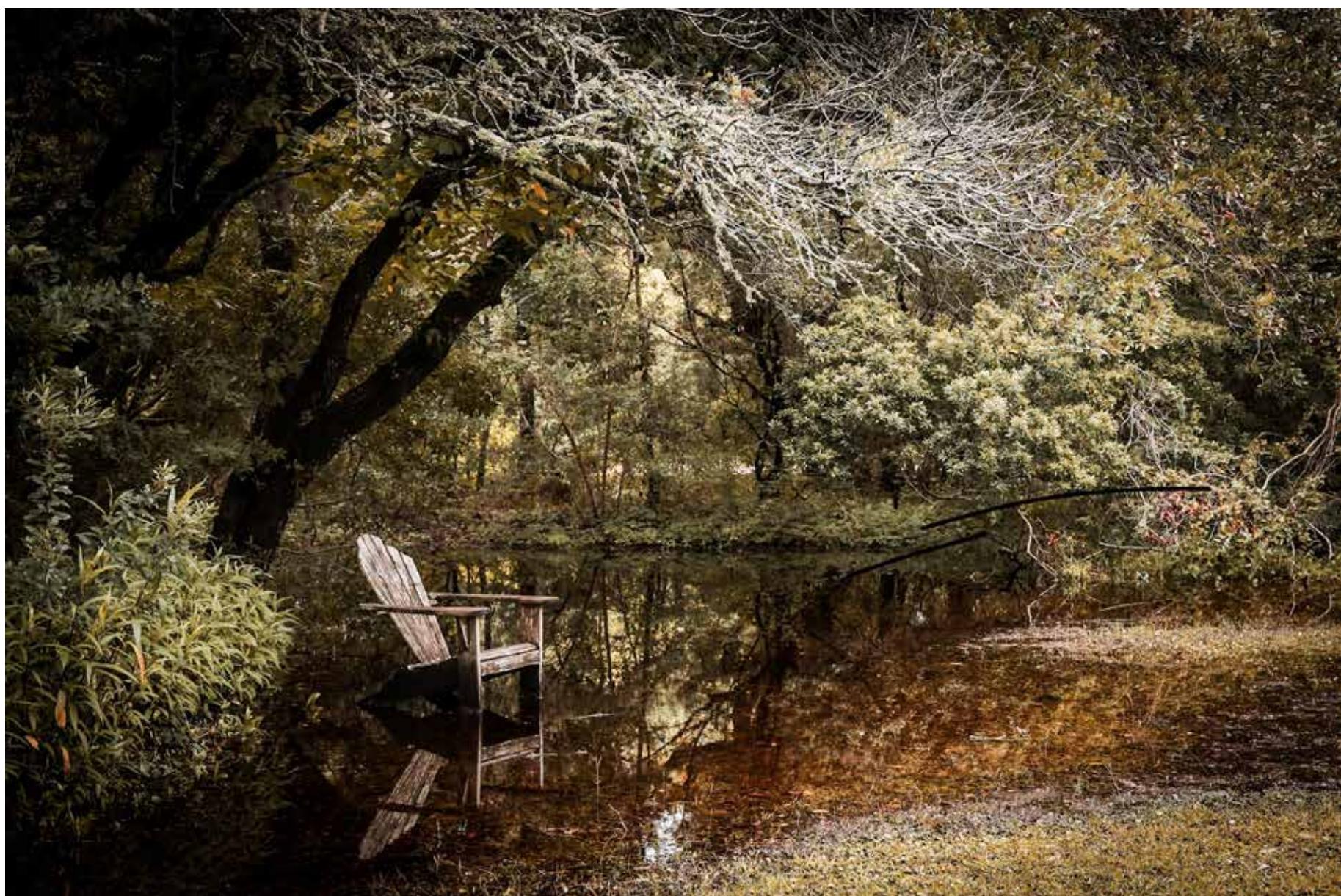
Currently, Pest Blasters is a small operation, but as Mattison looks ahead to retiring from law enforcement—a transition he anticipates in the next few years—his full focus will shift to growing his small business and expanding his clientele.

For more information on Pest Blasters and the services they provide, visit their website at www.pestblastersny.com or find them on Facebook at Pest Blasters, LLC.

For your summer party needs, visit www.ajumpabovellc.com or search for A Jump Above, LLC on Facebook. ■

FROM LIFELONG HOBBY TO CAREER

ADK ALIVE PHOTOGRAPHY



by Tyler Murray | *Photos by Adirondack Alive Photography*

T

he Adirondack Mountains are widely renowned for their breathtaking landscapes, rich natural beauty, and rugged wilderness. For those who call this stunning region home, there is a deep passion for showcasing its unique charm to the rest of the world. For Bill Lapann, an Upstate New York native, the Adirondacks have always been a part of his life—but now, he is taking his love for the region, and the outdoors, a step further.

For years, Lapann worked for Time Warner, a local cable company. He led a middle-class life, raising his two children in Queensbury—the same town he grew up in—and has since watched them graduate from college and land jobs in their dream fields. Bill is a proud father. But like many parents who devote their lives to raising kids, once they move on to their own adventures, a common question arises: Well, what now?

After a bit of soul-searching, Bill Lapann found his answer.

“I’ve always told my kids, from the time they were little, to follow their dreams,” he told Glens Falls Business Report. “I’ve always told them to find something they’re passionate about, and the money will follow. It’s time I take my own advice.”

As of January 2025, Bill’s dream has started to take shape. His newest venture, Adirondack Alive Photography, is officially open for business. Since his high school days, Bill has been passionate about photography.

“I was always developing pictures in the darkroom at school any chance I had. I’ve taken photos for many, many years but never saw it as a career,” Lapann said—until now.

As a lifelong hobbyist, Bill knows what makes a great picture.

“I always think the best photos evoke an emotional response,” he said. “I love posting a photo online and seeing how many people interpret or feel something different in the comments. That’s really cool.”



But Adirondack Alive is more than just a traditional photography business. It’s raw, adventurous, and deeply connected to nature. Bill doesn’t have a storefront—nor does he want one. Instead, he wants to travel, capturing candid moments of wildlife, landscapes, and people in the midst of outdoor or sporting activities.

He’ll photograph some weddings, but only select ones.

“If the wedding is more of an adventure than a wedding, I’ll be there,” Lapann said.

All of his gear is purposefully transportable, allowing him to meet clients wherever they choose — whether lakeside or on a mountain peak.

“I’ve also really enjoyed taking photos of sporting events,” Lapann shared. “That’s something I hadn’t done much before, but I’m really loving it.”

Adirondack Alive Photography is more than just a business; it’s a celebration of the outdoors and a testament to turning passion into livelihood.

“Of course, it’s a little nerve-wracking,” Bill admitted. “Leaving a secure job to chase a dream is always a leap of faith, but I’m hopeful and have lots of support.”

Bill specializes in bringing the natural beauty of the Adirondacks to life through vibrant, professional photography that highlights mountain views, lakes, forests, and the wildlife that make the region so special. Plus, this new venture allows him to travel—something he has always enjoyed.

“I love going down to the Outer Banks and taking photos there,” he said. “That trip has always been special to my family, and now we can go for business,” he joked.

Adirondack Alive Photography offers custom photoshoots tailored to specific events or personal desires. Whether it’s an adventure wedding, an engagement session, a rock climb, or a family whitewater rafting trip, Bill ensures that every moment is captured against a stunning outdoor backdrop.

For more information on Adirondack Alive and its services, visit them on Instagram or Facebook at Adirondack Alive Photography. To view Lapann’s portfolio, check out his work on Instagram or his website at www.adkalive.com. In the coming weeks, prints will be available for direct order in customizable sizes.

*To contact Bill directly,
email Adkalivephoto@gmail.com
or call (518) 361-1584. ■*

RECRUITING

Without the Risk



by Megin Potter
Photos Provided

In 2024, Elaina Brown founded Recruit with E, LLC to support new agents and empower businesses with top talent.

“I was able to master my craft and make a name for myself, earning national recognition, so I decided to take a leap. I had the credibility, experience, and a proven track record of success,” she said.

Elaina Brown was born in New Delhi, India, and adopted into an American family at eight months old. She graduated from Queensbury High School in 2015 and worked in the restaurant and retail sectors before joining the Saratoga Springs Aflac supplemental insurance office. While there, her supervisor, Regional Sales Coordinator Melissa Stewart, provided her with the flexibility to mold the position to meet their recruitment goals.

Elaina’s performance was recognized in 2022 when she was honored as one of the top three recruiters of the year among more than 300 offices nationwide.

An Attractive Option

Many people interested in becoming insurance agents don’t have an insurance background but are looking for a career that offers excellent earning potential, growth opportunities, and a flexible schedule.

Becoming an insurance agent is an attractive prospect for those changing careers or just entering the job market because it has the potential to be an extremely lucrative position with the flexibility to work remotely. Since the industry aims to attract and retain a strong, diverse workforce with unique talents, there are few entry barriers. Interested applicants with a high school education can earn an agent license in approximately two weeks.

Recruit with E, LLC ensures a smooth, effective hiring process for insurance providers by matching company needs with applicants’ aspirations. To onboard top-tier talent, Recruit with E, LLC manages applications and guides candidates through the pre-licensing pipeline.

RECRUIT WITH E, LLC

Mobilizing Talent for the
Expanding Insurance Industry

Support When You Need It Most

Recruit with E, LLC guides non-captive supplemental insurance agents through state licensing requirements and offers exam preparation support. Elaina acts as a mentor and motivator, putting new hires' minds at ease with training and guidance they can rely on as they move toward agent orientation.

"We build a strong relationship during the time we're working together. I help them study and prepare for the state exams and support them through the process. My favorite part is when they've passed the test and are ready for the next step," said Elaina.

Individuals with experience in customer service—including call centers, hospitality, and even law enforcement—often thrive as insurance agents because they know how to engage with a diverse range of individuals and connect with them in times of need, Elaina explained.

Compassion and empathy are valuable skills for an insurance agent, as is the desire to have a positive impact on people's lives.

Expertly Navigating the Marketplace

The insurance industry is considered a stable field and, according to the Bureau of Labor Statistics, is projected to experience faster-than-average growth in the coming years.

Agent incomes are generated from commissions on customers' first-year premiums, plus residuals each year the policy is renewed. Over time, this structure allows agents to build a substantial stream of passive income.

Beyond assisting agents with licensing, Recruit with E, LLC also supports offices with streamlined talent acquisition strategies and a framework for success. Whether Elaina is working with a new office or one seeking to strengthen its team, her proven methods lead to a more efficient and effective hiring experience.

A Future of Growth

Although technology is a valuable tool, it will never replace the experience of working with a person, said Elaina.

To enhance the customer experience, Recruit with E, LLC utilizes e-recruitment tools, including applicant tracking system (ATS) management software and Calendly, a free online appointment scheduling platform that has been a game-changer for her business. Currently, Recruit with E, LLC operates on a referral basis and works with applicants across five states. However, in 2025, the company will launch a new program aimed at recruiting fresh talent into the insurance industry.

To learn more about opportunities for aspiring insurance agents or if you're a provider in need of top talent, connect with Elaina Brown, owner of Recruit with E, LLC, at <https://www.linkedin.com/in/elainabrown/>. ■



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GREENWOOD HOFF WEALTH MANAGEMENT JOINS AS

Our Newest Community Partner



We are thrilled to announce Greenwood Hoff Wealth Management as the newest Community Partner for both *Glens Falls Business Report* and *Saratoga Business Report*. As a distinguished financial advisory firm operating under the Cetera Investors umbrella, Greenwood Hoff Wealth Management is dedicated to helping individuals, families, retirees, businesses, and professionals achieve financial confidence through personalized planning and strategic wealth management.

► COMPREHENSIVE SERVICES FOR DIVERSE CLIENTELE

Greenwood Hoff Wealth Management offers a broad range of services tailored to meet the unique financial needs of its diverse clients:

Individuals & Families: Ensuring that investments align with financial goals to support both immediate and long-term objectives.

Retirees: Providing guidance to help retirees make informed decisions today to secure a comfortable future.

Businesses & Professionals: Assisting business owners and professionals in managing financial complexities, including investment planning and tax strategies.

► A PROVEN APPROACH TO FINANCIAL PLANNING

The firm follows a structured approach to financial planning to ensure that each client's strategy is both personalized and effective:

1. Discovery Call: A complimentary consultation to assess the client's financial situation, goals, and concerns.

2. Build Your Plan: Development of a customized financial plan with strategies to help clients achieve their objectives.

3. Monitor & Grow: Ongoing evaluation and adjustments to financial plans to adapt to life changes and market shifts.

►EDUCATIONAL RESOURCES AND MARKET INSIGHTS

To empower clients with knowledge, Greenwood Hoff Wealth Management provides access to a variety of educational resources:

Commentaries: Expert insights from Cetera Investment Management on market, economic, and cultural events.

The Week Ahead Video: Weekly updates from Cetera's Chief Investment Officer, Gene Goldman, covering key market factors.

Market Recaps: Weekly, monthly, and quarterly reviews of market trends and economic events.

►MEET THE TEAM

Greenwood Hoff Wealth Management is led by a team of experienced professionals dedicated to client success:

Matthew Greenwood: A financial advisor with a Bachelor of Science in Finance from Siena College, Matt has been in the financial services industry since 1995.

Lorissa Hoff: A financial advisor and Queensbury, NY native, Lorissa holds a Bachelor's degree in Economics from SUNY Oneonta and is committed to helping clients achieve their financial goals.

Dana Cafaro: As the Registered Practice Operations Coordinator, Dana has been a crucial team member since 2008. She holds a Bachelor's Degree in Economics & Business from the University at Albany and carries multiple financial licenses.

►COMMITMENT TO COMMUNITY

Beyond financial planning, Greenwood Hoff Wealth Management is dedicated to community engagement through initiatives such as:

Food Drives: Supporting The Regional Food Bank of Northeastern New York by collecting non-perishable items for local families in need. In February 2024, they collected and donated 1,014 pounds of much-needed food and household items—equivalent to approximately 845 meals!

Annual Toy Drive: Partnering with Toys for Tots to bring holiday cheer to children in need. In 2024, the team not only encouraged toy donations but also purchased and donated 100 winter jackets to help keep children warm during the winter months.

Ronald McDonald House: Volunteering as a team, sponsoring a room at the new Krantz Cottage in Lake George for five years, and supporting the RMHC 40 Years of Love Gala.

SGF Kindness Closet Support: Contributing to this initiative, Greenwood Hoff helps assemble

and donate 200 food bags each April to support children in households facing food insecurity. These kits, packed with extra snacks, are delivered to schools just before spring break to help ensure kids have additional food during their time away from school.

►LOOKING AHEAD

As our newest Community Partner, Greenwood Hoff Wealth Management brings invaluable experience and a client-focused approach to financial planning. Their comprehensive services, commitment to education, and dedication to the community make them a perfect addition to the *Glens Falls Business Report* and *Saratoga Business Report* networks.

We look forward to working together to provide our readers with insightful financial guidance and to foster the growth and prosperity of our local communities.

Learn more about Greenwood Hoff Wealth Management at <https://www.teamgreenwood.ceterainvestors.com/>

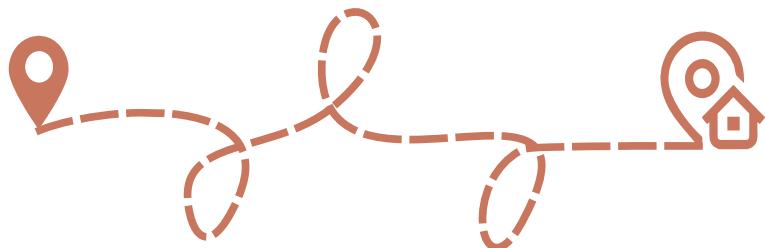
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Loan Originator, NMLS: 58751

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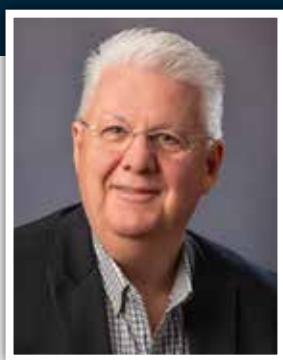
— HOW —

SALES LEADERS

*Can Drive Growth and Efficiency
with Modern Sales Strategies -
Without Losing Personal Touch*



by Alan VanTassel – Velocity Sales powered by Sales Xceleration



The sales landscape is constantly evolving, and in today's data-driven world, Artificial Intelligence (AI) in sales is no longer a futuristic concept – it's a present-day necessity. AI for sales encompasses diverse tools and applications that can automate repetitive tasks, generate valuable insights, and empower your team to close more deals and enhance customer relationships.

For sales leaders looking to drive significant growth and boost efficiency in the new year, embracing AI can fuel a competitive edge. But how do you do this?

1

ASSESS CURRENT SALES PROCESSES AND IDENTIFY NEEDS

Before diving into AI solutions, evaluate your current sales processes by considering the following:

- Identify bottlenecks
- Analyze conversion rates
- Gauge customer satisfaction
- Pinpoint areas where AI can improve your sales operation

Beyond this, ask key questions such as:

- Where are deals getting stuck in the sales funnel?
- Are sales reps spending too much time on administrative tasks?
- Is personalized communication with prospects subpar?
- Is data being effectively used to inform sales strategies?

By identifying these and other potential pain points, you can determine specific needs that AI for sales can address. For example:

Lead Generation and Qualification: AI tools can analyze vast amounts of data to quickly and efficiently pinpoint ideal customer profiles and prioritize high-quality leads.

Prospect Engagement and Communication: AI-powered chatbots can personalize initial outreach and email follow-ups, schedule appointments, and qualify leads for a more efficient handoff to sales reps.

Sales Forecasting and Opportunity Management: AI can analyze leading and lagging indicators and market trends to generate accurate forecasts, optimize resource allocation, and prioritize deals with the highest closing probability.

Personalized Customer Interactions: AI can analyze customer behavior and preferences, providing sales reps with real-time recommendations for customer-centric strategies and communication.

AI is revolutionizing sales by optimizing lead qualification, personalizing outreach, and providing predictive insights. However, implementing AI effectively requires a well-structured approach to streamline sales workflows, ensure consistency, and eliminate inefficiencies.

2

START SMALL WITH TARGETED AI TOOLS

Be careful not to overwhelm your team with a complete AI overhaul. Instead, start small with targeted AI tools that address specific needs. Many AI tools for sales teams are available, each designed for specific purposes:

- **AI-powered CRMs** automate data entry, track customer interactions, and provide critical insights into customer behavior.
- **Sales intelligence platforms** use AI to analyze market trends, identify potential leads, and provide valuable information about prospects.
- **Conversational AI chatbots** engage with website visitors, answer questions, and qualify leads, freeing up sales reps' time.
- **Predictive analytics tools** use AI to analyze historical data and predict future sales trends, helping sales leaders make more informed decisions.

3

DRIVE ADOPTION ACROSS YOUR SALES TEAM

Successfully implementing AI requires more than just purchasing the right tools; it requires driving adoption across the sales team. This can be achieved through:

- **Training and Education:** Provide comprehensive training to sales reps on how to use new AI tools effectively.
- **Addressing Concerns or Resistance:** Help sales reps understand that AI complements their skills rather than replacing them.
- **Ongoing Support and Resources:** Ensure your team feels confident and comfortable using AI tools by offering FAQs, training materials, and responsive technical support.
- **Leading by Example:** Sales leaders should actively use AI tools themselves to demonstrate their value and encourage adoption.

4

MEASURE SUCCESS AND OPTIMIZE

AI is a valuable tool, but continuous monitoring and optimization are essential. Track key performance indicators (KPIs) to understand how AI is impacting your sales results. Key metrics include:

- Lead conversion rates
- Sales cycle length
- Average deal size
- Customer satisfaction scores
- Sales rep productivity

THE BOTTOM LINE

Embracing AI isn't just about technology; it's about empowering your sales team to excel – efficiently! By implementing a strategic AI integration plan and fostering a culture of knowledge, acceptance, and support, you can ensure smooth AI adoption that maximizes the outcomes of AI-driven sales strategies. Moving forward, AI-powered sales performance can drive significant growth, enhance efficiency, and achieve sustainable success in the new year and beyond.

To get started with AI for sales, contact me for a free Sales Xceleration AI Readiness Assessment.

If you want to explore our in-depth article on Streamlining Sales Processes with AI to learn how AI-powered tools can refine your sales strategy and drive measurable results, contact me for a free copy. ■



What New York's 2025 Wage & Pay Transparency Laws Mean for Your Business

by Kaitlin Russitano, for Glens Falls Business Report



As a small business owner in New York, keeping up with changing labor laws can feel overwhelming. But don't worry—we're here to help! In 2025, new laws are going into effect regarding minimum wage increases, overtime exemption salary thresholds, and pay transparency. These changes could impact your payroll, hiring process, and compliance obligations.

At ADP, we make it easy to stay compliant and manage these changes seamlessly. Here's what you need to know and how we can help.

1

Minimum Wage Is Increasing Again

New York State is raising the minimum wage starting January 1, 2025:

- **New York City, Long Island & Westchester:** \$16.50 per hour
- **Rest of the State:** \$15.50 per hour

That's an increase of \$0.50 per hour, and another bump is scheduled for 2026. After that, wages will be adjusted annually based on inflation.

How This Affects Your Business:

- Higher labor costs—especially for businesses with many hourly employees
- Potential adjustments in pricing or budgeting
- A need to update payroll systems to reflect new rates

ADP's payroll solutions automatically update with legal wage changes, so you stay compliant without the headache.



3

Pay Transparency Law: New Rules for Job Postings

If you're hiring, there's one more thing you need to know: Pay transparency laws now require salary ranges in job postings.

As of September 2023, businesses with four or more employees must include a minimum and maximum pay range in job ads. This applies to:

- ✓ New job listings
- ✓ Promotions
- ✓ Internal transfers

If the role is commission-based, you must disclose that, too.

Why This Matters:

- Ensures fair pay practices & compliance
- Helps attract the right candidates faster
- Avoids penalties and legal risks

Not sure where to start? ADP can help you maintain compliance with hiring laws while streamlining your recruiting and payroll process.

2

New Salary Thresholds for Overtime Exempt Employees

If you have salaried employees classified as exempt from overtime, their minimum salaries are also increasing:

- **NYC, Long Island & Westchester:** \$1,237.50 per week (\$64,350 per year)
- **Rest of the State:** \$1,161.65 per week (\$60,405.80 per year)

Employees earning below these thresholds must be reclassified as non-exempt, meaning they will be eligible for overtime pay when working more than 40 hours per week.

What This Means for Your Business:

- You may need to increase salaries to maintain exempt status
- Alternatively, you might need to track and pay overtime for employees below the new threshold
- Payroll processing and labor cost management become even more crucial

With ADP, tracking hours and automating compliance with overtime laws is simple—so you never miss a beat!



Stay Compliant Without the Hassle

We know that managing payroll, labor laws, and compliance can be time-consuming and stressful—but it doesn't have to be! With ADP, you get:

- ✓ **Automatic updates** for wage & salary changes
- ✓ **Overtime tracking** so you don't miss extra pay requirements
- ✓ **Hiring & HR tools** to help you navigate pay transparency laws
- ✓ **Expert support** to answer your compliance questions

Let us handle the complexity so you can focus on running your business.

Get in touch with ADP today and see how we can help you stay compliant and efficient in 2025! ■

STOP HANDCUFFING YOUR CLIENTS:

*The Dangers of Locking
Customers Into Your Services*



by Michael Nelson



In business, trust is everything. Companies work hard to build relationships with their customers by providing value, reliability, and great service. However, some businesses take a different approach. Instead of earning long-term customer loyalty, they force it—by handcuffing their clients.

Handcuffing clients refers to the practice of making it difficult, if not impossible, for customers to leave through restrictive business practices. This is common across various industries. For example, tech giants like Apple make it difficult to transfer photos, videos, or music files to another system, while companies like John Deere limit repair options for their customers. As an article on NPR.org explains:

"As tractors and combines have gotten more computerized, farmers have complained that Deere has restricted access to its software and made it difficult, or nearly impossible, for owners to diagnose and fix problems themselves or with the help of independent mechanics. Instead, farmers have to use authorized dealers, who tend to charge more and may take longer."

This is handcuffing.

THE PROBLEM IN MARKETING: WEBSITE DEVELOPMENT AND LOGO OWNERSHIP

In marketing, two common examples of handcuffing occur in website development and graphic design:

- 1. Website Development:** Some companies sell custom website templates that only they can edit.
- 2. Graphic Design:** Some firms use restrictive logo ownership agreements to limit how a client can use their own branding.

While these tactics might seem like good business for the provider, they ultimately damage trust, limit customer choice, and create resentment.

THE HIDDEN TRAP OF CUSTOM WEBSITE TEMPLATES

When businesses invest in a new website, they often want something unique and tailored to their brand. This is where website companies step in, offering customized templates designed just for them. At first glance, this seems like an excellent proposition—who wouldn't want a one-of-a-kind design?

What many businesses don't realize, however, is that these templates are often built in a way that only the original developer can edit.

This means that if the business ever wants to make a change—whether a minor tweak or a major overhaul—they have no choice but to go back to the original web developer. Worse yet, if the relationship sours or the company goes out of business, the client is left with a website they cannot modify or update. Instead of owning a digital asset, they are effectively renting it at the mercy of the original provider.

We see this all the time. Our team has had to rescue or rebuild sites that were created using so-called "custom themes" or templates that locked the client out of their own content.

A website should be a company's property, not a service contract disguised as ownership. Businesses should demand transparency about how their site is built, whether it follows industry standards, and whether other developers can work on it if necessary. Using widely accepted platforms like WordPress or Joomla—with open-source or easily transferable code—ensures that a business retains control over its digital presence.

THE LOGO OWNERSHIP TRAP: PAYING TWICE FOR WHAT YOU ALREADY OWN

A company's logo is one of its most valuable brand assets. It represents identity, reputation, and customer trust. However, some design firms have found ways to turn logo ownership into a permanent revenue stream rather than a one-time service.

Some firms include terms in their contracts stating that they retain the rights to the logo, even though the client has paid for its creation. This means that if the business wants to use the logo for anything beyond the initial agreement—such as printing it on merchandise, creating signage, or even displaying it on a website—they must go through the design firm and often pay additional fees.

In my opinion this is not just unfair; it's unethical. When a company pays for a logo design, they should own it outright. Imagine buying a house, only to find out later that the builder still owns the deed and that you need their permission (and additional payment) to make modifications. That's exactly what happens with these predatory design contracts.

Businesses should carefully review contracts before signing any design agreement. The contract should explicitly state that full rights to the logo (or any branding material) transfer to the client upon payment. If a design firm refuses to agree to this, it's a major red flag.

THE BIGGER PICTURE: WHY HANDCUFFING CLIENTS IS A BAD BUSINESS MODEL

For companies employing these tactics, locking in clients might seem like a smart business move—it guarantees repeat business and prevents competition. While researching for this article, I came across multiple articles and blogs that actually recommended this practice.

In the long run, however, this approach erodes trust and damages reputation.

Customers who feel trapped will eventually find a way out. When they do, they'll remember the negative experience. They won't recommend the service to others, and they'll likely leave negative reviews to warn future customers. Instead of earning long-term loyalty, these businesses cultivate resentment.

The best way to build a sustainable business isn't by forcing customers to stay—it's by making them want to stay. Providing great service, offering transparency, and ensuring customers have true ownership of what they've paid for fosters trust and long-term relationships. Companies that respect their clients' freedom to choose are the ones that thrive in the long run. And let's not forget—competition makes us all better.

HOW TO PROTECT YOURSELF AS A CUSTOMER

If you're hiring a web developer or design firm, take proactive steps to avoid being handcuffed:

- **Ask about website ownership upfront.** Ensure your website is built on an open-source or widely used platform so that other developers can work on it if needed.
- **Demand full rights to your branding.** Make sure your logo and other design assets belong to you once you've paid for them.
- **Read contracts carefully.** Look for hidden clauses that restrict how you can use your own assets.
- **Seek second opinions.** If something seems suspicious, consult another professional before signing anything.

THE RIGHT WAY TO DO BUSINESS

The most successful businesses understand that loyalty should be earned, not enforced. By respecting customer autonomy and ensuring they have full control over what they purchase, companies foster stronger, more genuine relationships.

When customers feel empowered rather than trapped, they are far more likely to remain loyal and refer others to the business.

If you provide websites, branding, or any other essential service, don't rely on handcuffing your clients. Build relationships based on trust, transparency, and real value. It's the only way to create a reputation that will last. ■

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PrimeLending Welcomes Kristen Zorda TO THE SYRACUSE BRANCH

National residential mortgage lender PrimeLending, a PlainsCapital Company, announces the addition of Kristen Zorda (NMLS: 58751) as a Loan Originator at the PrimeLending office located at 6702 Buckley Road, Suite 130, Bldg B, North Syracuse, NY 13212.

PrimeLending is thrilled to welcome back Kristen Zorda as a Loan Originator, bringing her passion, expertise, and dedication to homebuyers in the community. With over two decades of experience in mortgage lending, Kristen first became a Loan Originator in 2002 after earning her bachelor's degree in Psychology from Hartwick College. Since moving to Saratoga Springs in 2012, she has been deeply involved in the community, not only as a mortgage professional but also as a business owner and yoga instructor. In 2018, Kristen became the owner of Yoga Mandali, a beloved yoga studio in downtown Saratoga Springs, where she continues to teach and inspire others.

Now, as she reaffiliates with PrimeLending, Kristen is excited to provide homebuyers and homeowners with industry-leading resources, competitive loan options, and an unparalleled customer experience.

"I'm excited to rejoin PrimeLending and continue helping clients achieve their homeownership goals," Kristen said. "My approach has always been rooted in mindfulness and putting my clients' best interests first. With PrimeLending's powerful tools and support, I'm more prepared than ever to provide a seamless and low stress mortgage experience."

Why Work With Kristen?

Personalized Service: Whether you're buying, refinancing, or just exploring your options, Kristen takes the time to understand your unique needs.

Clear Communication: Expect transparency and guidance throughout the process.

A Smooth Loan Experience: Kristen's goal is to make every step of your home financing journey as easy and simple as possible.

Kristen Zorda can be reached at 518-366-7999 or kristen.zorda@primelending.com. To learn more about PrimeLending's comprehensive range of mortgage products and services, visit lo.primelending.com/kristen.zorda.



About PrimeLending®

PrimeLending, a PlainsCapital Company, is a national home lender combining personal guidance and local expertise with fast service, more choices, and the flexibility to meet homeowners' unique needs. PrimeLending is focused on empowering its customers to boldly pursue their homeownership goals, whether they're looking to buy, refinance, renovate or build a home. The PrimeLending team works alongside our customers in all 50 states, helping them make informed home financing decisions and have a rewarding experience along the way. Delivering on this promise for more than 35 years, we're proud to consistently earn a 96% customer satisfaction rating*. PrimeLending is a wholly owned subsidiary of PlainsCapital Bank, which in turn is a wholly owned subsidiary of Hilltop Holdings Inc. (NYSE: HTH). More information at Primelending.com. All loans subject to credit approval. Rates and fees subject to change.

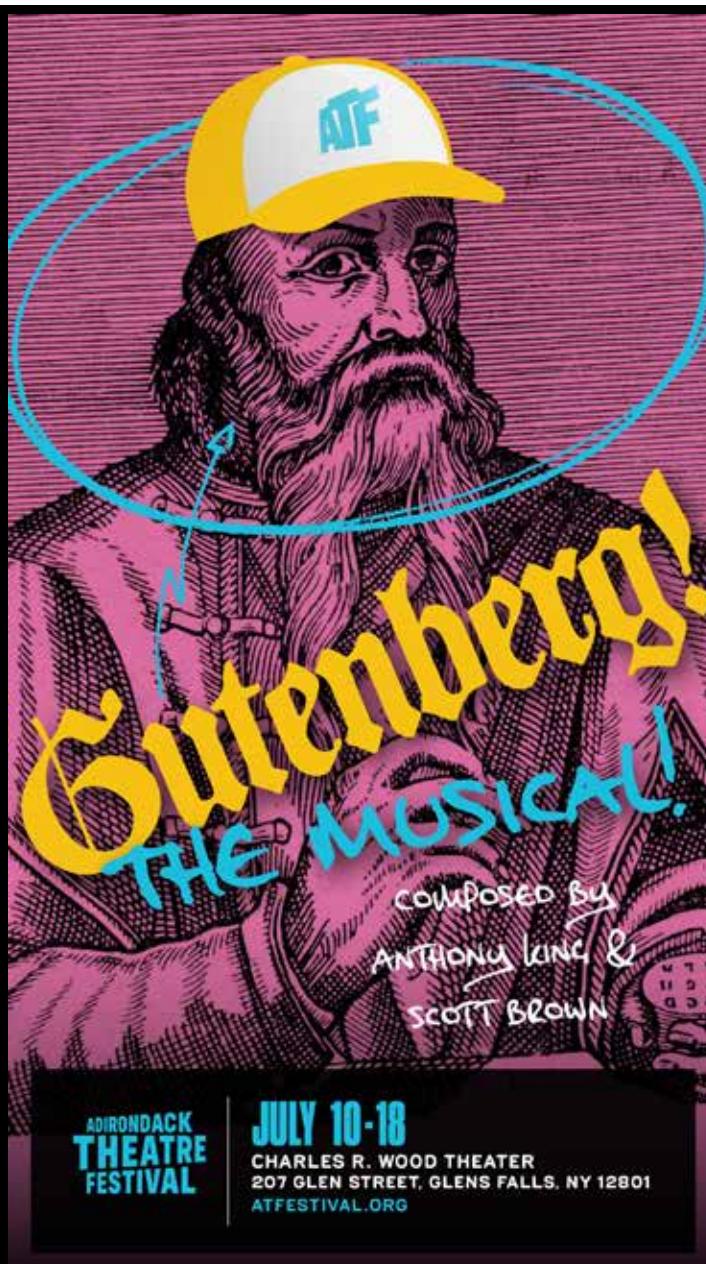
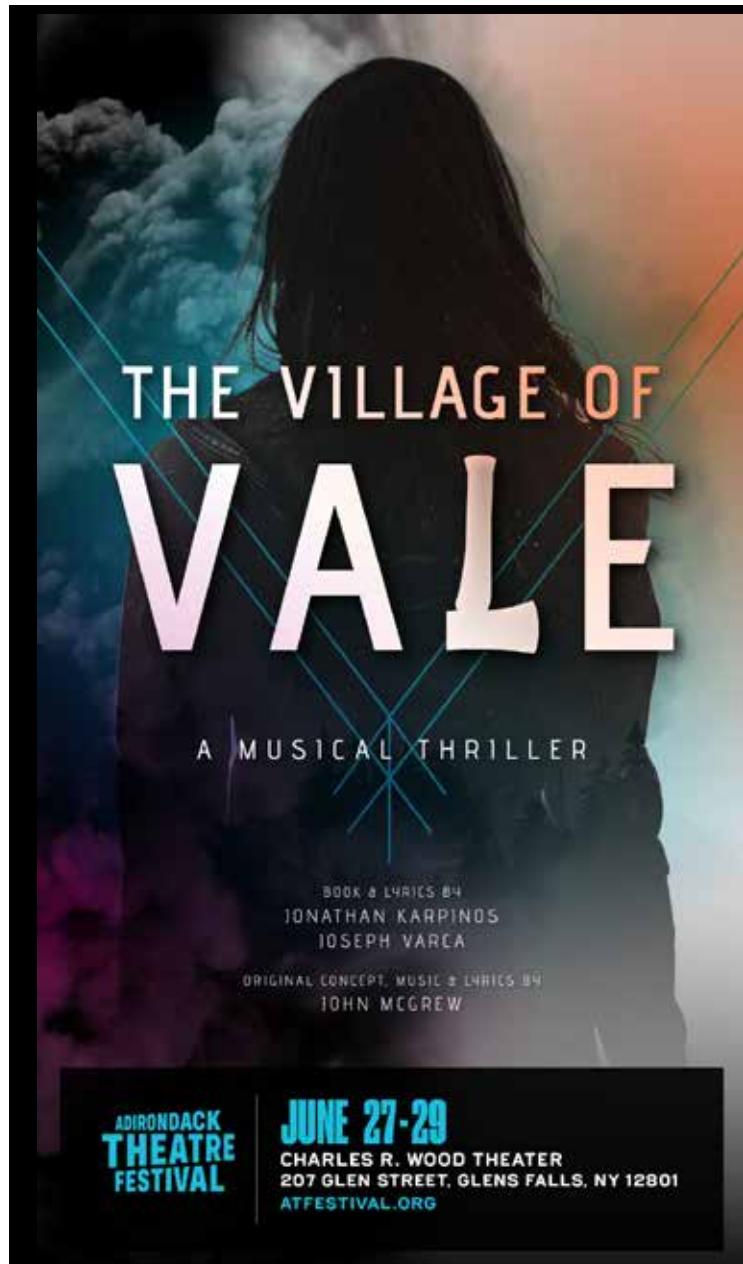
*Survey administered and managed by an independent third party following loan closing. 96% satisfaction rating refers to the average overall satisfaction rating our customers gave during the period 01/01/23-12/31/23.

All loans subject to credit approval. Rates and fees subject to change. ■



ADIRONDACK THEATRE FESTIVAL

2025 SEASON SPOTLIGHTS LOCAL REGION JUNE 27 - AUGUST 6



Adirondack Theatre Festival (ATF) unveiled its 31st season two days ahead of its "Vegas, Baby!" benefit bash at the newly renovated Heritage Hall inside the Cool Insuring Arena. This year, the theatre festival spotlights stories from as close as Glens Falls, NY and Bennington, VT, to the far reaches of the imagination.

In the tradition of ATF's wildly popular *Mystic Pizza*, *Pump Up the Volume*, and *The King's Wife*, the season kicks off with a concert presentation of a new musical from June 27 - 29. *The Village of Vale* is presented by special arrangement with Tony Award-winner Jane Dubin (*Peter and the Starcatcher*, *An American in Paris*) and Vale Creative Productions. In the wake of an environmental

disaster, survivors write a new history. But the myth they teach their children conceals an act of violence. When a stranger arrives and uncovers their secret, will she choose revenge or reconciliation? This haunting musical thriller is composed by Netflix animation music manager John McGrew with book and lyrics by Jonathan Karpinos and Joseph Varca and direction by Lisa Rothe. Audiences can preview the show's epic songs in a musical podcast available here: www.villageofvale.com/

Next comes a full production of a new musical comedy fresh from Broadway: ATF Founding Artistic Director Martha Banta directs *Gutenberg! The Musical!* by Anthony King and Scott Brown, running July 10 - 18. Join wannabe composers

Doug and Bud on the most important night of their lives: a "backer's audition" for real live Broadway producers! Never mind that they're goofballs with the worst concept for a show ever: a musical about the inventor of the printing press, Johann Gutenberg. Doug and Bud gamely play Medieval European characters, from Gutenberg's love interest Helvetica, to a sinister Monk with a cat named Satan who is determined to prevent the villagers from learning to read. Nothing is sacred and everything is silly in this quest for the printed word... and a Broadway contract! *Gutenberg! The Musical!* really did run on Broadway in 2023 and was nominated for a Tony Award. It was hailed as "outrageously funny and strangely, sweetly sublime" (*Vulture*).



The festival then takes a local turn with a weekend of developmental readings of *The Last American Newspaper* from July 25 - 27. Adapted by former *Post Star* editor Ken Tingley from his memoir, the play spotlights the theatre's own region and its residents. An ambitious team of local journalists cover transformative moments in the lives of Warren, Washington, and Saratoga Counties, from dramatic exposés about environmental disasters and the opioid epidemic to Mark Mahoney's triumphant 2009 Pulitzer Prize win. *The Last American Newspaper* marks the first time ATF has commissioned a local writer since *The 5 and Dime Plays* in 2000, which included work by conservative activist Robert Schulz and Glens Falls *Chronicle* Managing Editor Cathy Dede. The readings will be helmed by Marcus Kyd, director of ATF's 2024 hit *Dial "M" for Murder*.

The Last American Newspaper was commissioned by ATF with the support of the John E. Herlihy Literary Fellowship. Subscribers may add the staged reading on to their subscription package for \$20.

The festival's regional focus continues with a production of *Queens Girl: Black in the Green Mountains* by Caleen Sinnette Jennings and directed by Danielle Drakes, running July 31 - August 6. The play dramatizes the true story of Jackie, a teenager in the 1960's who glimpses a brochure for the perfect college in Bennington, Vermont. At her high school in Nigeria, she dreams of returning to the US and studying in the picturesque Green Mountains. She

arrives just in time to become one of twelve Black Bennington women hitchhiking to see Sly and the Family Stone, agitating for equality, and trudging through snow... so much snow! *Queens Girl: Black in the Green Mountains* invites audiences to visit a familiar landscape through the eyes of a witty, idealistic young woman out to change the world for the better. The one-woman play was commissioned and originally produced by Everyman Theater in Baltimore MD., where it was celebrated as "a gorgeous piece of theater" (*Maryland Theatre Guide*). The ATF production marks the play's Northeast premiere.

Said ATF Artistic Director Miriam Weisfeld, "This season, Adirondack Theatre Festival is proud to focus the talents of our professional artists on stories from the Southern Adirondack and Green Mountain regions. The 2025 lineup feels both familiar and daringly original: a musical thriller set in a haunted forest, an affectionate parody of musical theatre itself, and true stories from our own backyards. We are thrilled to welcome leading artists from around the country to explore these lyrical, funny, and powerful new shows with our audiences."

All performances will take place at the Charles R. Wood Theater in Glens Falls. Three-show subscriptions are on sale as of February 6 at noon and may be purchased at <https://ci.ovationtix.com/35085/store/packages> or by calling the Wood Theater Box Office at 518-480-4878, or in-person at the Box Office at 207 Glen Street. The Box Office is open Tuesdays through Saturdays from noon to 5pm.

PRICING AS AS FOLLOWS:

- \$169 (A seating)
- \$154 (B seating)
- \$144 (C seating)
- Age 25 and under: \$75.00 (any seats)

Subscription Add-On:

The Last American Newspaper staged reading
Price for subscribers: \$20.00

For more information, visit www.atfestival.org

ABOUT ADIRONDACK THEATRE FESTIVAL

Martha Banta and David Turner, along with a 12-member founding committee, created the Adirondack Theatre Festival in 1993 and presented its first 18-day season of new and contemporary theatre at the French Mountain Playhouse within the Lake George RV Park in 1995. Today ATF is the leading professional theatre in New York's Capital Region dedicated to emerging artists, new plays and new musicals. Each summer ATF produces a nine-week season at the Wood Theater in Glens Falls. The organization operates under a Small Professional Theatre Agreement with Actors' Equity Association (the union of professional actors). The actors seen on the ATF stage, as well as the designers and directors, have worked regularly on and off-Broadway, on television and in movies. ■

CORNELL'S USED AUTO PARTS

3rd Annual Car Show

BENEFITING FOLDS OF HONOR NY



EVENT DETAILS:

Saturday, May 3, 2025

9:00 AM – 2:00 PM

**Location: Cornell's Used Auto Parts,
62 S Greenfield Rd,
Greenfield Center, NY 12833**

*Join us for a memorable day and help
make a difference in the lives of our
nation's heroes and their families. We look
forward to seeing you there!*

Cornell's Used Auto Parts is excited to announce the 3rd Annual Car Show, taking place on May 3, 2025, from 9:00 AM to 2:00 PM at their location: 62 S Greenfield Rd, Greenfield Center, NY 12833. This highly anticipated event will bring together classic car enthusiasts, local families, and community members for a fun-filled day—all in support of a noble cause: Folds of Honor NY.

100% of the event proceeds will go directly to Folds of Honor NY, an organization that provides scholarships to the families of fallen and disabled service members and first responders. Last year's event raised over \$6,400 for Double H Ranch, a remarkable charity that offers free services to children and families facing life-threatening illnesses. This year, Cornell's Used Auto Parts is proud to continue its tradition of supporting charitable causes that make a real impact in the community.

The 3rd Annual Car Show promises to be an exciting day for all ages, featuring:

- **Classic Cars on Display –**
All vehicle makes and models are welcome.
- **Live Music –**
Enjoy entertainment throughout the day.
- **Delicious Food –**
Tasty options available for purchase.
- **Trophies & Awards –**
Recognizing standout vehicles.
- **Raffles & Prizes –**
Additional opportunities to contribute to the cause.

Whether you're a car enthusiast, a supporter of our military and first responders, or simply looking for a great way to spend a Saturday, this event has something for everyone. Don't miss the opportunity to enjoy classic cars, live entertainment, and family-friendly activities while supporting an incredible cause.

ABOUT CORNELL'S USED AUTO PARTS

Located in Greenfield Center, NY, and established in 1972, Cornell's Used Auto Parts is a second-generation, family-owned facility. With over 1,500 cars on-site, they are part of Team PRP-NE, which provides access to over 1 million parts available for next-day delivery. Cornell's offers same-day shipping and next-day delivery on most parts. Dedicated to supporting local causes, they are proud to host the Annual Car Show as part of their ongoing commitment to giving back to those in need.

For more information on the Car Show, visit www.cornellsusedautoparts.com or follow them on social media for updates.

ABOUT FOLDS OF HONOR NY

Folds of Honor NY is a chapter of the national Folds of Honor organization, which provides educational scholarships to the children and spouses of fallen or disabled service members and first responders. Through its programs, Folds of Honor helps these families achieve their academic goals and fulfill their dreams, despite the sacrifices their loved ones made in service to our country. ■

EVENT

FEBRUARY & MARCH

UPCOMING NETWORKING EVENTS

ARCC EVENTS

Nonprofit Symposium - Everything Grants

9:30 AM - 11:00 AM

Location:
Glens Falls Hospital
Community Room
100 Park Street, Glens Falls
Fees/Admission:
\$30 for ARCC Members
\$40 for Not-Yet Members

27
FEB

ARCC 2025 Annual Dinner & J. Walter Juckett Award Ceremony

5:30 PM - 9:00 PM
Location: The Sagamore
Resort
110 Sagamore Road, Bolton
Landing, NY 12814

Fees/Admission:
\$155 for ARCC Members
\$230 for Not-Yet Members*

**Reservations are required for this event;
no walk-ins please.*

07
MAR

Nonprofit Chat hosted by Adirondack Nonprofit Business Council

3:30 PM - 4:30 PM

Location:
LARAC
7 Lapham Place, Glens Falls

12
MAR

06
MAR

Bolton Chamber of Commerce March Mix & Mingle

5:00 PM - 7:00 PM
Location: Oak Room at
American Oak Distillery
4941 Lakeshore Drive, Bolton Landing

10
MAR

Meeting Point - Glens Falls Chapter

11:00 AM
Location: EOS Office
9 Broad Street Union Square,
2nd Floor, Glens Falls

FRI

BNI

Meets every Friday at 7:30 AM

Location: 296 Bay Road, Queensbury

We have open categories for individuals who will bring enthusiasm and integrity to our meeting. Just one person per professional specialty is allowed in each chapter.

Search our members to see if your category is open, then visit a meeting and lock out your competition!



Facilitating the growth and development of Blue Collar businesses. We will showcase REAL Blue Collar businesses in interviews, and use these stories to help educate and empower the next generation of trades workers to become Blue Collar business owners.



EPISODE 61

Camenga Construction

In this episode, your hosts Mike Nelson of Five Towers Media and Derek Foster of Daigle Cleaning Systems interview Devon Camenga of Camenga Construction for a second time. Devon goes into depth about his experiences balancing new and old customers, transitioning from the education field, how he takes on apprentices, and more!



[SCAN TO LISTEN!](#)



EPISODE 62

LeChase Construction

In this episode, your hosts Michael Nelson of Five Towers Media interviews Scott Lawler, Chief Estimator at LeChase Construction. Tune in to hear about why Scott wanted to be an estimator, how school shaped his career path, finding construction opportunities, and more!



[SCAN TO LISTEN!](#)



EPISODE 63

Peak Advisory

In this episode, your hosts Michael Nelson of Five Towers Media and Derek Foster of Daigle Cleaning Systems interview CEO of Peak Advisory Jakob Kirschner. Tune in to hear them discuss the importance of having good data in accounting, how the size of a small business can affect their finances, and much more!



[SCAN TO LISTEN!](#)



EPISODE 64

Trojan Home Services

In this episode, your hosts Michael Nelson of Five Towers Media and Derek Foster of Daigle Cleaning Systems interview Nick and Kayla, owners of Trojan Home Services. Tune in to hear them discuss being self-taught, working full time while starting a new business, balancing out work with your partner, and much more!



[SCAN TO LISTEN!](#)

LISTEN ON



YouTube



LOCAL PODCASTS



Saratoga, Warren, and Washington County have no shortage of fantastic goods & services to offer! In this podcast, our host Mike Nelson will clue you in on the gems hidden in your very own community!



SEASON 3, EPISODE 9

Mike Kurkowski, Kettlebells & Coaching

Our host Mike Nelson of Five Towers Media interviews local health and fitness coach Mike Kurkowski. Tune in to hear them discuss how physical training can impact all aspects of life, how to be proactive, why Mike focuses on kettlebells, and more.



SCAN TO LISTEN!



SEASON 3, EPISODE 10

Chris Leuzinger, Tutoring & Translating Success

Our host Mike Nelson of Five Towers Media interviews Chris Leuzinger, owner of Nourishing Minds Tutoring and Chief at Wilton Fire Department. Tune in to hear them discuss diving into entrepreneurship without a backup plan, building a strong team to drive a company's success, the power of investing in yourself for career growth, and much more!



SCAN TO LISTEN!



SEASON 3, EPISODE 11

Life Coaching with Karen Carey

Our host Mike Nelson of Five Towers Media interviews Karen Carey, life and success coach and owner of Ruby Red Road. Join the conversation as they dive into the power of manifestation, the unique experience of being a life coach while continuing to work with one, the importance of revisiting your past without getting stuck there, and much more!



SCAN TO LISTEN!



SEASON 3, EPISODE 12

Being a Handyman with Travis Solimanto

Our host Mike Nelson of Five Towers Media interviews Travis Solimanto, owner of Mr. T's Total Home Care. Listen in as they dive into the differences between a handyman and a general contractor, the rewarding nature of being a caregiver, property management stories, and much more!

Connect with Travis by emailing him at mrttotalhomecare@gmail.com, give him a call at (518) 605-0743, or find him on Thumbtack!



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LISTEN ON



YouTube



rumble

There's a new hiking challenge in town!

The Gateway 8 was created for adventurers of all levels.

Check it out at adkgateway8.com



This is just one example of the work we do here.

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