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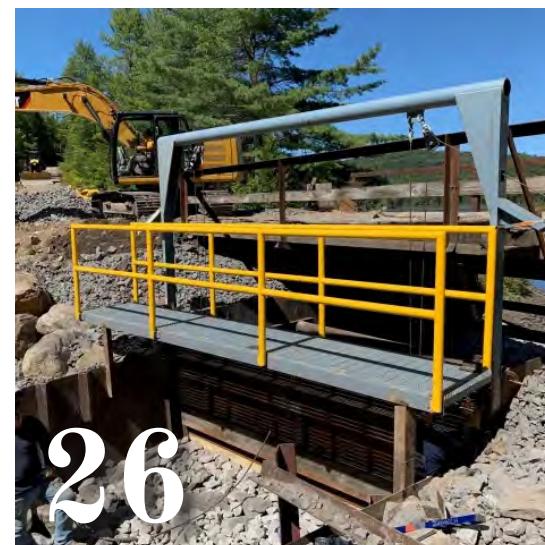
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RESOURCE TOOL BOX

ADIRONDACK REGIONAL CHAMBER OF COMMERCE

The Adirondack Regional Chamber of Commerce (ARCC) is a 100% membership funded organization with the mission of supporting our business community through advocacy, education, connection and collaboration. The ARCC offers numerous benefits intended to help businesses grow and thrive, including resources in the following areas: business and professional development, money savings, marketing and promotion, ribbon cuttings, and sponsorships.

518-798-1761 | AdirondackChamber.org

LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB

The mission of Lake George Regional Chamber of Commerce & CVB, Inc. is to drive tourism to the Lake George region year-round while fostering a vibrant business community. The Chamber seeks to promote growth and development of its member businesses by offering networking events, educational programs, ribbon cuttings and other opportunities.

518-668-5755 | LakeGeorgeChamber.com

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NEW YORK STATE DEPARTMENT OF LABOR

518-457-9000 | dol.ny.gov

NEW YORK STATE DIRECTORY OF SMALL BUSINESS PROGRAMS

Helping NYS business build back. Find out more about Business Pandemic Recovery Initiative programs - including \$800 million in state funding for small businesses - and about rental assistance for tenants.

esd.ny.gov/business-pandemic-recovery-initiative

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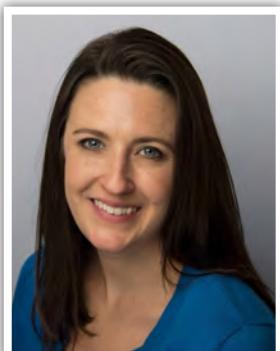
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CONNECTION OPPORTUNITIES

TO ROUND OUT YOUR 2025



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

Once September arrives, the rhythm of life often shifts. Long summer days give way to earlier sunsets, school buses reappear on morning commutes, and schedules tighten as work and school commitments pick up. Cooler mornings inspire warmer drinks, cozy sweaters, and a return to familiar routines. It's a season of transition—where the carefree pace of summer is replaced by structure, planning, and a hint of anticipation for the months ahead.

The Adirondack Regional Chamber of Commerce (ARCC) welcomes this transition as we get back to business with events designed to promote connections and collaboration.

New! Manufacturing Workshop

Manufacturers are the backbone of a local economy—creating jobs, driving innovation, and supporting a network of suppliers and service providers. Their presence strengthens community stability, fuels economic growth, and helps keep local dollars circulating close to home. But it is no surprise that manufacturers deal with their own set of unique challenges. The ARCC is bringing together experts from Sandler – Winning Process LLC and SIX Marketing to deliver practical strategies that address the unique challenges manufacturers face today.

The workshop, titled *Mastering Manufacturing Sustainable Growth*, is designed exclusively for manufacturing leaders looking to accelerate growth and achieve year-end targets. Key staff from manufacturing businesses can expect to gain proven techniques to significantly shorten sales cycles, strategic approaches to identify and target high-value customers, strategies to build a results-driven sales team culture, and much more.

This workshop will be held on **Thursday, September 18th, from 8:30 – 10:30 a.m.** at The Park Theater in Glens Falls, NY. To learn more about this event, our speakers, and to register, visit the ARCC website: www.adirondackchamber.org/events



2025 BUSINESS EXPO



5th Annual Walk for Veteran & First Responder Suicide Awareness & Prevention

Established in 2021, the Veterans Business Network (VBN) of the ARCC set out to connect with Veterans in business while providing resources and collaboration opportunities among its ranks. The annual Walk for Veteran Suicide Awareness & Prevention began as a “Stop 22” walk in partnership with the Department of NY Veterans of Foreign Wars (VFW). The Stop 22 walks were created to increase awareness of Veterans committing suicide—22 Veterans are lost each day.

Over the years, the name of the walk evolved, resource booths were added, and participation increased. This year, the walk will also include First Responders, whose lives are also being lost to suicide at a rapid rate.

The community is invited to join the walk on **Wednesday, September 10th, beginning at 3:30 p.m.** in Glens Falls City Park, downtown Glens Falls, NY. After a brief greeting and remarks, participants will walk a circuit around downtown Glens Falls for 22 minutes in remembrance of lives lost and to raise awareness of the need for prevention. This event is rain or shine. Donations to the walk beneficiary, Ascend Mental Wellness, are appreciated.

Community Shred Event

In an effort to partner with an ARCC Member and give back to the community, the Chamber is once again hosting its annual Community Shred Day & Food Drive. Everyone is welcome to bring paper documents to be shredded on-site by our friends at Conidata. To accompany this free community event, the ARCC chooses a nonprofit beneficiary to gather donations for. This year, our friends from St. Mary’s Food Pantry will be on hand to collect non-perishable food donations.

So dust off those boxes of old, unwanted documents, and join us in the parking lot of Aviation Mall (578 Aviation Road, Queensbury) on **Saturday, September 20th, from 9 – 11 a.m.**

Mark Your Calendars

A true community celebration, the annual **ARCC Business Awards** shine a light on businesses’ hard work, resilience, and contributions to the community. The Chamber is excited to celebrate the 45 nominees in seven categories by recognizing each of them individually at this breakfast ceremony. Then, the winners are announced and presented with awards in front of 250+ friends, family, supporters, and community members. This event fosters pride, strengthens connections, and inspires continued growth and innovation among businesses and organizations.

If you would like to join the celebration, mark your calendars for **Thursday, October 2nd, from 7:30 – 9:30 a.m.** at The Queensbury Hotel in downtown Glens Falls.

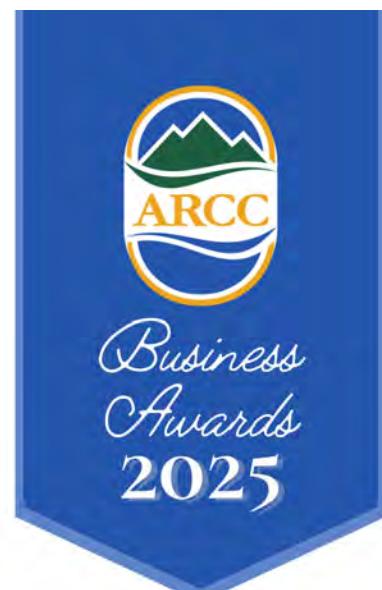
Following the Business Awards is an equally exciting event—the **ARCC Business Expo**. This event offers businesses valuable exposure to new customers, partners, and markets. It provides opportunities to build brand awareness, demonstrate products or services firsthand, and gather direct feedback from attendees. It is also an excellent opportunity to network with other industry professionals, spark collaborations, and generate leads that drive future growth.

There are fees to exhibit (must be an ARCC Member), but it is free to attend and open to the public. Mark your calendars for **Wednesday, November 5th, from 4 – 7 p.m.** at The Queensbury Hotel in downtown Glens Falls.

If you find that your calendar is filling up and you can’t make it to these events, the ARCC also hosts monthly mixers, a handful of ribbon cuttings, and smaller gatherings through our councils and committees. Visit our event calendar on our website anytime: www.adirondackchamber.org/events

LET’S CONNECT AND COLLABORATE, AND FINISH 2025 STRONGER THAN EVER!

www.adirondackchamber.org/events ■



— 5 T H A N N U A L —

Walk for Veteran & First Responder Suicide Awareness & Prevention

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Beginning of 2024 Walk for Veterans Suicide Awareness. Photo provided by ARCC

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4-H Beginner Shooting Sports for Boys and Girls

Saratoga County 4-H in Ballston Spa, NY, is hosting a Beginner Shooting Sports Course from September 9th to October 14th, designed for youths aged 12 and older. This engaging program introduces boys and girls to Air Pistol, Muzzleloader, Rifle, Shotgun, Archery, and Hunting and Wildlife. With a strong emphasis on safety, ethics, and personal responsibility, participants will gain foundational skills in a supportive environment.

The course offers hands-on instruction to ensure young shooters develop respect for firearms and archery equipment while learning proper techniques. It's an excellent opportunity for youngsters to explore shooting sports in a safe, structured setting, fostering discipline and confidence.

The course fee is \$50, with an additional \$5 fee to join 4-H, making it an affordable way to dive into these exciting activities. Don't miss this chance to prepare your child for a rewarding experience in shooting sports, blending fun, education, and responsibility. Register now for this six-week evening program in Ballston Spa!

Register here: https://pub.cce.cornell.edu/event_registration/main/events_landing.cfm?event=SC4HShootingSportsFall2025_241 ■



Isabelle Hanehan of Schuylerville Receives Fred Sanders Award for Dairy Cattle

Isabelle Hanehan is our 2025 Fred Sanders Award Recipient. Isabelle achieved the highest points by participating in the Saratoga County 4-H Dairy Club, Dairy Bowl, Dairy Judging, and Public Presentation Day. She also exhibited her Dairy Cattle at the Saratoga County Fair and participated in the fitting and showmanship competition, as well as the Bred and Owned Class, which helped to push her to the top with points. Congratulations Isabelle Hanehan!

Fred Sanders grew up showing cattle at the Saratoga County Fair. His individual successes propelled him to show at several fairs and included trips to the NYS Fair where he had his share of memorable times. In a tribute to his 60 years of showing cattle and his passion to see youngsters involved in showing at the fair, a continuing "Fred Sanders Award" was established to begin with the 2012 Saratoga County Fair.

Fred had a passion for showing cattle and enjoyed watching the local 4-H'ers showing their cattle at the fair. Each year, in his honor, the winner will receive an individual plaque presented in the show ring to the Saratoga County 4-H'er.

For more information about the Fred Sanders award, 4-H Dairy Program, and other ways to get involved with Saratoga County 4-H, please call the Saratoga County 4-H office at 518-885-8995 or email kek255@cornell.edu. ■



Isabelle Hanehan (middle) Photo provided.

FARMERS' MARKETS



SARATOGA COUNTY

Saratoga Farmers' Market

112 High Rock Ave, Saratoga Springs

SCHEDULE:

Saturdays, May – October, 9 AM – 1 PM
Wednesdays, May – October, 3 – 6 PM

- FMNP Accepted: Yes
- FreshConnect Checks: Yes

Spa City Farmers' Market

Saratoga Spa State Park (Lincoln Baths), Saratoga Springs

SCHEDULE:

Sundays, Year-round, 10 AM – 2 PM

- FMNP Accepted: Yes
- FreshConnect Checks: Yes

Ballston Spa Farmers' Market

Wiswall Park, Ballston Spa

SCHEDULE:

Saturdays, June 14 – October 4
9 AM – 1 PM
Thursdays, June 14 – October 4
3 – 6 PM

- FMNP Accepted: Yes
- FreshConnect Checks: Yes

Halfmoon Farmers' Market

Abele Memorial Park, Halfmoon OR inside Halfmoon Town Hall, Harris Road, Halfmoon

SCHEDULE:

Wednesdays, Year-round, 3 – 6 PM

- FMNP Accepted: Yes
- FreshConnect Checks: Yes

Clifton Park Farmers' Market

Shenendehowa United Methodist Church parking lot, Clifton Park

SCHEDULE:

Mondays, June – October, 2 – 5 PM

- FMNP Accepted: Yes
- FreshConnect Checks: Yes

Stillwater Farmers' Market

662 Hudson Ave, Stillwater Public Library

SCHEDULE:

Tuesdays, May 6 – October 28, 3 – 6 PM

- FMNP Accepted: Yes
- FreshConnect Checks: Yes

Malta Farmers' Market

Allardice ACE Hardware parking lot, 2570 Route 9, Malta, NY 12020

SCHEDULE:

Tuesdays, May – October, 3 – 6 PM

- FMNP Accepted: Yes
- FreshConnect Checks: Yes

Route 50 Green Market (Burnt Hills)

802 Route 50, Burnt Hills

SCHEDULE:

Saturdays, June 7 – October 25
9 AM – 1 PM

- FMNP Accepted: Yes
- FreshConnect Checks: Yes

Town of Greenfield Farmers' Market

Middle Grove Park, 428 Middle Grove Road

SCHEDULE:

Thursday evenings
June 19 – September 18
4 – 7 PM

Contact: 518-893-7432, ext. 307

WARREN COUNTY

Bolton Landing Farmers' Market

Blessed Sacrament Catholic Church Parking Lot, 7 Goodman Ave

SCHEDULE:
Fridays, June 27 – September 5
9 AM – 1 PM

Manager Contact: 518-480-9118

Chestertown Farmers' Market

Chestertown Town Hall,
6307 State Route 9, Chestertown

SCHEDULE:
Wednesdays, June 12 – September 18,
10 AM – 2 PM

Manager Contact: 518-494-3336

Glens Falls Farmers' Market (Summer)

South Street Pavilion, Glens Falls

SCHEDULE:
Saturdays, May 4 – October 26
8 AM – 12 PM

Manager Contact: 518-792-4918
• FMNP Accepted: Yes

Glens Falls Farmers' Market (Winter)

Aviation Mall Food Court,
578 Aviation Road, Queensbury

SCHEDULE:
Saturdays, November 2 – April 25
9 AM – 12 PM

Manager Contact: 518-792-4918
• FMNP Accepted: Yes

North Creek Farmers' Market

Riverfront Park on the Hudson,
North Creek

SCHEDULE:
Thursdays, June 19 – September 18
2 – 5:30 PM

Manager Contact: 518-251-5210

Warrensburg Riverfront Farmers' Market

Warrensburg Mills Historic District,
River Street (NYS Route 418),
near Curtis Lumber

SCHEDULE:
Fridays, May 30 – October 10, 3 – 6 PM

Manager Contact: 518-466-5497
• FMNP Accepted: Yes



WASHINGTON COUNTY

Cambridge Valley Farmers' Market

SUMMER: Owlkill Commons,
17 West Main Street, Cambridge
Sundays, May – October, 10 AM – 1 PM
• FMNP Accepted: Yes

WINTER: The Old Firehouse,
11 W. Main Street, Cambridge
2nd & 4th Sundays, January 12 – May 11
10 AM – 1 PM
• FMNP Accepted: Yes

Canal Street Marketplace Farmers' Market

63 Canal Street, Fort Edward

SCHEDULE:
Thursdays, June 5 – September 25
4 – 7 PM

• FMNP Accepted: Yes

Granville Farmers' Market

Granville Village Parking Lot
11 Main Street

SCHEDULE:
Thursdays, June 19 – October 16
2 – 5 PM
• FMNP Accepted: Yes

Greenwich Farmers' Market

99 Main Street, Greenwich

SCHEDULE:
Wednesdays, June 7 – October
3 – 6 PM
• FMNP Accepted: Yes

Salem Farmers' Market

Village Park Gazebo,
Route 22, Main Street, Salem

SCHEDULE:
Saturdays, June 21 – October 18
10 AM – 1 PM
• FMNP Accepted: Yes

Whitehall Farmers' Market

Canal Park Pavilion,
4 Skenesborough Drive, Whitehall

SCHEDULE:
Tuesdays, June 4 – October 8
2 – 5 PM
• FMNP Accepted: Yes

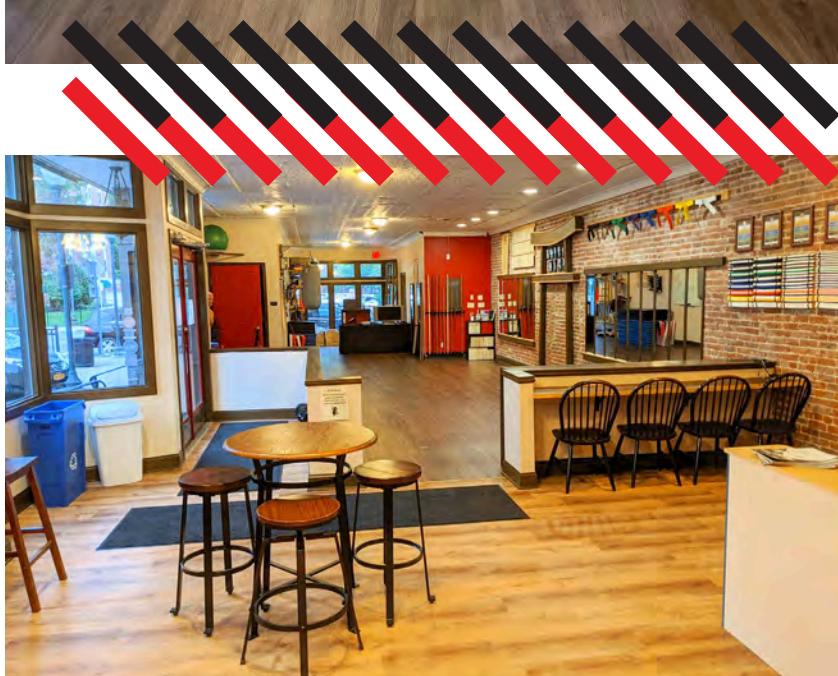
GLENS FALLS KARATE ACADEMY



by Sean Palladino

A Sanctuary of Self-Empowerment and Strength

Glens Falls Karate Academy, led by Chris Murphy, has been serving the community for thirteen years, inspiring children, teenagers, and adults with the time-honored self-defense techniques of Okinawan Karate. Conveniently located in the heart of downtown Glens Falls, right next to City Hall, the academy offers flexible class schedules designed to fit the rhythms of daily life. Programs range from *Little Ninjaz* and *Lil' Dragonz* for young children to advanced training for teens and adults, creating a community grounded in fitness, discipline, and tradition.



Stepping through the double doors, guests and members are immersed in the traditions of Okinawa, Japan. Portraits of the grand masters of this karate style line the walls, along with the student's creed—a statement that promotes self-discipline, respect, and community advocacy. The curriculum shifts weekly based on the instructor's plans and is tailored to skill level, with students advancing through practice of techniques tied to the various colored belts.

I joined the adult program at the end of July, where I was introduced to techniques in wood breaking and sparring. The group was incredibly supportive and motivating, with each session ending in equal parts confidence and sweat. If you've ever dined at one of the downtown restaurants, you've likely seen members jogging through the city in their traditional karate uniforms during warm-ups.

The facility features a spacious open training area on the first floor and an additional basement space equipped with rubber mats and weights. Chris noted that plans are underway to add a small gym as well. Glens Falls Karate Academy fosters a supportive environment that emphasizes the power of self-defense, discipline, and personal growth. With weekly classes available for all ages and abilities, the academy invites newcomers to stop in, learn, and experience the empowerment that comes from strength and community. ■

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How DAVE BENDER Built a Coaching-Centered Gym



Interviewed by
Stephen Zabala
Photos provided



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When Dave Bender first launched *Contemporary Athlete* in Clifton Park back in 2012, he wasn't just opening another gym. He was creating a training environment rooted in personalization, accountability, and community impact. His journey from a competitive springboard diver to a business owner mentoring both coaches and clients reveals how effective coaching and a holistic approach can transform not only fitness but lives.

An Athlete's Beginning

Bender's story in fitness began long before entrepreneurship. In high school and college, he excelled as a springboard and platform diver, a sport that demanded discipline, technical precision, and resilience. Those lessons carried over into his professional life. He went on to earn a bachelor's degree in Exercise Science and a master's in Kinesiology, blending academic expertise with personal experience in performance and injury recovery.

"I really enjoyed helping people," Bender explained on the podcast. "Fitness was a way of fixing things in my own life, and I saw purpose in helping others do the same."

The Philosophy of Coaching

At the core of Bender's approach is the belief that *coaches need coaches*. Throughout his career, he has consistently worked with mentors, whether in fitness, business, or finance. That humility and willingness to learn have shaped his gym's culture. He cautions against the extremes often promoted in the fitness industry, which can scare away those who need it most. Instead, Bender emphasizes accessibility: starting small, scaling progress, and meeting clients where they are. A five-minute walk can lead to a lifelong habit. Progress, he says, should feel challenging but never overwhelming.

Another hallmark of his coaching philosophy is education. His goal isn't to create dependency but to equip clients with the knowledge to take control of their own fitness journey eventually. As he put it: "If I've done my job, I've taught you enough to go out on your own."

Semi-Private Training: Personalization Meets Community

One of the most significant shifts in Bender's business model came after COVID-19, when he refined his semi-private training format. At *Contemporary Athlete*, the ratio is one coach to six clients, giving each person an individualized program within a supportive group environment.

To make this scalable and effective, Bender created a proprietary system called **MAPS**, which stands for Movement, Accountability, Personalization, and Solution-setting. Every 90 days, clients undergo movement assessments, in-body scans, and goal-setting sessions. This data-driven approach, powered by technology like LiDAR cameras for movement analysis, ensures consistency across coaches and programs.

The result: measurable progress, reduced injury risk, and greater client accountability. Clients don't just feel like they're improving; they can see the data that proves it.

Technology and Partnerships

Unlike many gyms that stick to traditional methods, Bender has leaned heavily into technology. Using platforms like Train Heroic, his coaches can monitor programs, track client progress, and assign "homework" even when members travel. This keeps accountability high and eliminates the need for "pauses" in membership.

Beyond tech, Bender has embraced strategic partnerships. He collaborates with nutrition professionals and medical practitioners to provide holistic solutions, including specialized nutrition coaching and, when appropriate, medical interventions. "We're a micro-gym," Bender says. "We'll never compete with big-box gyms like Equinox. But by offering partnerships and an all-in-one approach, we deliver something they can't: true personalization."

Building a Business, Not Just a Gym

Bender's evolution as an entrepreneur mirrors his growth as a coach. Initially, he wore all the hats, sales, coaching, program design—but eventually realized sustainability required delegation. He built systems, documented processes, and empowered his senior coaches to take leadership roles.

That shift not only allowed him to scale but also prevented burnout, a standard trap for trainers turned business owners. Using frameworks like Gino Wickman's EOS (Entrepreneurial Operating System), Bender learned to plan backward from long-term goals, set 90-day milestones, and track progress just as he would with an athlete's program.

His commitment to continuing education extends to his team as well. Each coach at *Contemporary Athlete* receives a budget for workshops and certifications, ensuring the gym stays at the forefront of industry practices. The focus isn't just on collecting credentials but on practical, hands-on learning and sharing that knowledge across the team.

Dave Bender with Gino Wickman



Lessons for Aspiring Fitness Entrepreneurs

Dave Bender's journey offers several insights for anyone looking to build a career in fitness or entrepreneurship:

- 1 Start Small, Scale Smart** – Just like progressive overload in training, business growth should be steady and strategic.
- 2 Invest in Coaching** – Whether for fitness, business, or personal development, mentorship accelerates growth.
- 3 Personalization Matters** – Meeting clients at their starting point builds trust and long-term results.
- 4 Systematize for Success** – Clear processes and delegation allow a business to scale without burning out its leader.
- 5 Stay Curious and Educated** – The fitness industry evolves quickly; continuous learning is essential.

Conclusion

From a diver soaring off springboards to an entrepreneur leading a team of coaches, Dave Bender's career is a testament to resilience, education, and community impact. His blend of personalized training, technological innovation, and business systems has made *Contemporary Athlete* more than a gym; it's a model for sustainable, effective coaching.

For anyone seeking to enter the fitness world or transform their own health, Bender's message is clear: start where you are, commit to growth, and never stop learning. ■

A Career of Purpose

Sheriff Jim LaFarr on the Rewards of Law Enforcement



Interviewed by
Michael Nelson
and **Derek Foster**

Photos provided



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Podcast Episode

For more than three decades, Sheriff Jim LaFarr has dedicated his life to public service in Warren County. From his early years chasing the dream of becoming a police officer to his current role as Sheriff, his journey underscores the purpose, stability, and community impact that law enforcement provides. In his recent interview on *Blue Collar StartUp*, LaFarr offered insight into the realities of policing, the challenges of recruitment, and the many reasons young people should consider a career in law enforcement.

Law Enforcement as a Blue-Collar Calling

LaFarr describes police work as a true trade — a hands-on, physically and mentally demanding profession that requires stamina, intelligence, and adaptability. “Our profession is absolutely blue collar,” he explained. “You’re working every day with your hands, you’re out in the weather, and you have to have smarts. There is no routine. You don’t know what tomorrow is going to bring”.

Much like other skilled trades, law enforcement demands constant learning and practice. From patrol duties and corrections oversight to communications and emergency response, Sheriff’s offices are multifaceted organizations. Officers don’t just enforce the law; they protect communities, deter crime, and serve as a stabilizing presence in times of crisis.



Recruitment: Meeting the Challenge

Like many professions, law enforcement is facing recruitment shortages. Sheriff LaFarr acknowledges that fewer young people are pursuing policing than in past generations. He points to shifting cultural attitudes and a broader workforce trend in which many industries are struggling to attract dedicated workers.

Yet, LaFarr emphasizes the rewards. "It's a really challenging job, [but] super rewarding," he said. New recruits aren't just signing up for a paycheck — they're stepping into what LaFarr calls a "front row seat to the greatest show on earth". The experiences, from solving crimes to helping people in moments of need, create a career that is unlike any other.

To encourage interest, Warren County offers ride-along programs, school outreach, and candid conversations about what it takes to succeed. While the bar is high — with written exams, physical agility tests, background checks, and academy training — LaFarr stresses that determination and character matter more than perfection. "Young adults are going to make mistakes, and we understand that," he noted. What matters is integrity, effort, and a willingness to learn.

Learn While You Earn

One of the biggest advantages of joining the Sheriff's Office is the ability to "learn while you earn." From the moment candidates are appointed, they receive pay, benefits, and equipment. Recruits are issued vehicles and uniforms, and their training, including six months at the police academy, is fully covered.

This model makes law enforcement a unique career path compared to other fields that require years of college debt before entering the workforce. Sheriff LaFarr highlights the opportunity: "You don't have to have a seven-year degree from Harvard. You need to work hard, be committed, and be dedicated. But anyone can do it".

Financial Stability and Opportunity

Financially, the career is attractive. Within three years at the Warren County Sheriff's Office, officers earn around \$75,000, with competitive health insurance and benefits. Within five years, many officers reach six-figure salaries. "It's a good, reasonable income for someone that's not required to go to college," LaFarr said.

Beyond salary, the career offers stability and long-term security. Officers can retire after 20 years with half-pay and benefits — meaning someone who starts at 20 could retire at 40, still young enough to pursue another trade, business, or passion. Many officers use their unique schedules — typically 12-hour shifts with multiple days off — to run side businesses or develop additional skills in trades like plumbing, welding, or electrical work.

The county even reimburses up to 50% of vocational or trade education, providing officers with pathways to further growth outside of policing.

Specialized Roles and Lifelong Growth

A career in law enforcement is never stagnant. Officers can pursue specialties such as tactical teams, scuba diving, narcotics enforcement, crisis negotiation, marine patrol, or traffic safety. Each role comes with additional training, responsibilities, and pay.

LaFarr himself spent years as a public safety diver, calling it one of the most fulfilling parts of his career. "Anything you do, you're never doing for free," he said. "Every skill you learn comes with opportunities to grow and serve".

This focus on continuous growth extends to personal development. Officers gain interpersonal and leadership skills that serve them throughout life. LaFarr makes it clear: policing changes people — often for the better. With strong peer support and an emphasis on communication and de-escalation, the profession equips individuals with resilience, patience, and problem-solving skills.

A Brotherhood, a Sisterhood, a Family

Beyond the paycheck and training, Sheriff LaFarr returns to the sense of belonging. Law enforcement, he says, is "a family, a brotherhood and a sisterhood that compares to no other." Officers may rib each other like siblings, but when the call comes in, they stand shoulder to shoulder. Trust, training, and teamwork define the profession.

LaFarr believes that this bond, coupled with the chance to make a difference, is the real reason to join. "We never want people to be in crisis," he said, "but when they are, we want to be the ones responding, helping them out, finding their loved ones, serving justice. Good guys win, bad guys lose. That's how we live".

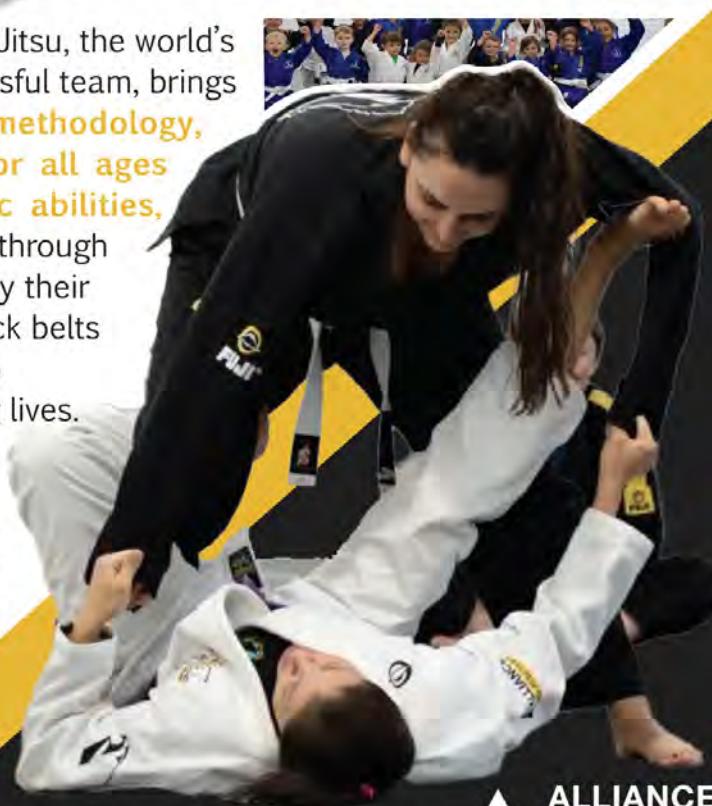
Why Join?

For Sheriff LaFarr, the answer is simple: law enforcement is a career of purpose. It's challenging, it's exciting, it's stable, and it's rewarding. It offers young people a chance to build a life, support a family, and serve their community, all while developing skills that last a lifetime. "Not a single downside," he concluded. "I wake up every day still excited to go to work". ■

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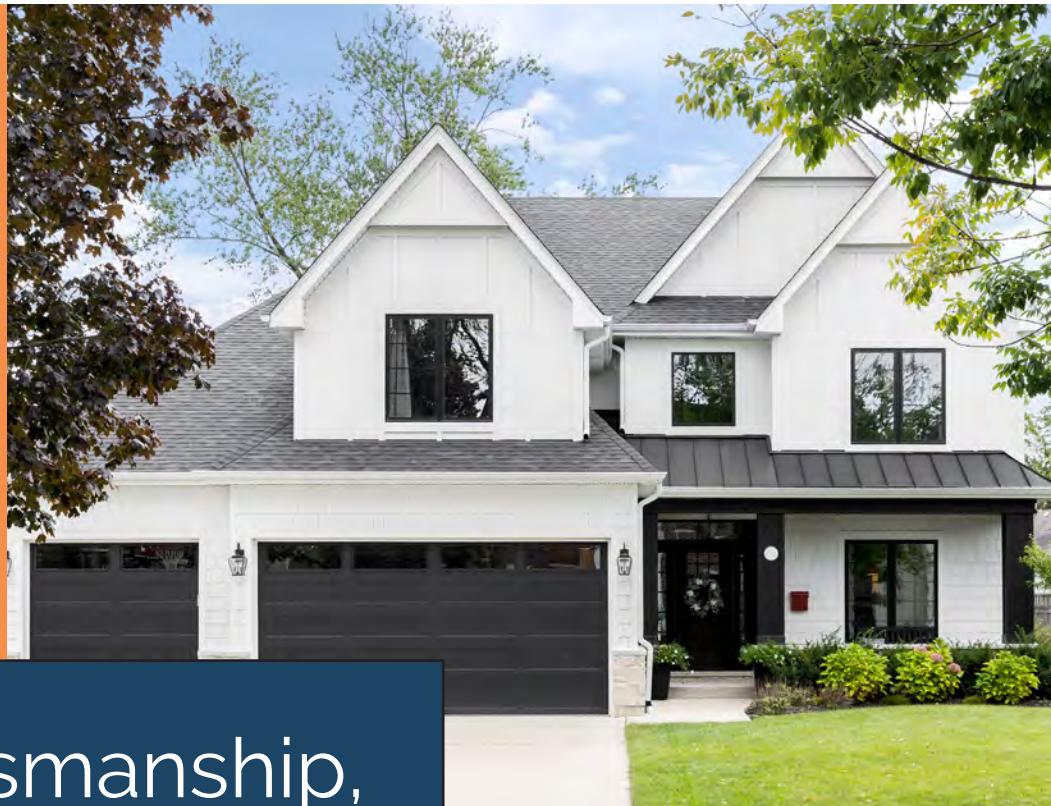


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Saratoga Showcase of Homes

A Tradition of Craftsmanship, Community, and Giving Back



FOR NEARLY THREE DECADES, the Saratoga Showcase of Homes has been a staple of autumn in upstate New York. Each fall, thousands of visitors tour newly constructed houses across Saratoga County, celebrating the artistry of local builders while raising funds for local charities. Now entering its 29th year, the 2025 Showcase continues a legacy of community spirit, creativity, and generosity.



Interviewed by
Michael Nelson



Listen to the
Podcast Episode

A History of Homebuilding and Philanthropy

The Showcase of Homes was founded in the mid-1990s by the Saratoga Builders Association with a clear purpose: to spotlight the talent of regional homebuilders and craftspeople while giving back to the community. Over the years, it has become one of the area's most beloved traditions, with many attendees returning annually. Families often make it a group outing—mothers and daughters, friends, and neighbors spending a crisp fall afternoon touring homes together.

From its early days with just a handful of homes, the event has grown to attract as many as 18 houses in a single year. Each property is carefully staged with the help of designers, landscapers, and suppliers, transforming these residences into full showcases of modern living. The event also highlights broader industry trends—from the rise of open floor plans to the latest in smart-home technology and sustainable design.

But beyond design and construction, the Showcase has always had a deeper mission. Proceeds from ticket sales and sponsorships benefit local charities. To date, the event has donated well over **\$1.6 million dollars** back into the community, cementing its place as a philanthropic cornerstone in Saratoga Springs. These proceeds are in no small part generated through ticket sales. Ticket prices started at \$10 in the earlier years and later increased to \$20, and are now \$25. Still a modest ask for such an amazing event.

The 2025 Showcase: *What to Expect*

This year's Saratoga Showcase of Homes promises to be one of the largest in recent memory, featuring **13 homes** across the region—a number not seen in over five years.

The lineup of participating builders includes Abele Homes, Amedore Homes, Beechwood Homes, Bella Home Builders, Belmonte Builders, DeGraff Bloom Custom Builders, Green Springs Companies, Heritage Custom Builders, Kodiak Construction, Urvalek Builders, and Witt Construction. Several, such as Belmonte and Green Springs, will showcase multiple properties.

"These homes represent the very best of our region's builders and designers," said Barry Potoker, Executive Director of the Saratoga Builders Association and longtime co-chair of the Showcase. "People just love this event—we hear from families who have been to every single one. It's rewarding for the builders, inspiring for visitors, and above all, it's a chance to give back to our community".

Event Dates and Tickets

The 2025 Showcase of Homes will be held over two weekends: October 4–5 and October 11–12. Homes are open from 10 a.m. to 4 p.m. on both Saturdays and Sundays.

Tickets cost **\$25 per person**, a modest price that has only increased once in nearly three decades (from \$20 to \$25 on the 25th anniversary). Each ticket is valid for the entire event, meaning visitors can tour homes multiple times across both weekends.

► Tickets can be purchased online at SaratogaShowcaseOfHomes.com, at the door, or at local outlets including Adirondack Trust, Arrow Bank, Curtis Lumber, and ReShop in Ballston Spa and Restore in Fort Edward.



Donations to Habitat for Humanity & Rebuilding Together Saratoga from The Saratoga Builder's Association Showcase of Homes annual event. Photo provided

Categories, Judging, and Awards

Homes in the 2025 Showcase will be judged in these categories—Classic, Executive, Luxury, and Estate—based on price points.

Judging takes place the week before the Showcase opens, with a panel of out-of-town experts spending full days touring and evaluating each home. Categories include Exterior, Workmanship, Interior Floor Plan, Kitchen, Primary Bathroom, Landscaping, and Interior Design. Meanwhile, visitors themselves get to cast votes for the coveted People's Choice Awards.

Supporting Local Charities

At its heart, the Showcase of Homes is a fundraiser. This year's proceeds will once again support Rebuilding Together Saratoga County and Habitat for Humanity of Northern Saratoga, Washington, and Warren Counties.

"These charities are at the core of what we do," explained Lisa Licata, co-chair of the 2025 Showcase and Managing Broker for Sterling Real Estate Group. "The Showcase isn't just about building beautiful homes—it's about building stronger communities. The money raised helps families in need, and the volunteers from these organizations make the event possible."

Both nonprofits not only receive financial support but also contribute hundreds of volunteers to staff the event, from stamping tickets at the door to distributing the popular Showcase shoe bags. Originally created to protect hardwood floors from thousands of visitors' shoes, these reusable bags have become a sought-after keepsake.

Community Partnerships and Workforce Development

The Showcase is also deeply tied to workforce development efforts in the building trades. The Saratoga Builders Association is a founding member of the Northeast Construction Trades Workforce Coalition, which runs youth programs such as summer construction camps for girls and partnerships with BOCES. At this year's Showcase, coalition participants will demonstrate their skills by building flower boxes for sale, and a student-built tiny house will be displayed at one of the participating properties.

These initiatives reflect a broader push to address labor shortages in the trades. With as much as 60% of the skilled workforce set to retire within the next decade, events like the Showcase also serve as inspiration for younger generations to consider careers in construction, plumbing, electrical, and related fields.

A Tradition That Brings People Together

Over the course of its two weekends, the Showcase of Homes welcomes nearly 4,000 visitors each year. Guests travel from across New York and neighboring states—including New Hampshire, Vermont, Connecticut, Massachusetts, and New Jersey—to take part. For many, it's more than just an open house tour; it's a fall tradition, complete with packed lunches, carpool groups, and design inspiration shared on social media.

As Lisa Licata, who is in her 20th year as Co-Chair summed up, "We've been doing this for 29 years, and every year the excitement grows. It's a lot of work, but when you see the crowds enjoying themselves and know the charities benefit—it's worth every minute".

THE 2025
Showcase
OF Homes
THE SARATOGA
BUILDERS ASSOCIATION, INC.

Event Snapshot:

Saratoga Showcase of Homes 2025

October 4–5 & October 11–12

10 a.m. – 4 p.m. (Saturdays & Sundays)

Tickets: \$25 per person,
valid both weekends

Where to Buy: Online, at participating local banks and businesses, at ReStore shops, or at the door

Beneficiaries: Rebuilding Together Saratoga County & Habitat for Humanity of Northern Saratoga, Washington, and Warren Counties

SaratogaShowcaseOfHomes.com

Continuing the Legacy

Now in its 29th year, the Saratoga Showcase of Homes continues to grow, adapt, and inspire. With record builder participation, exciting partnerships, and an unwavering mission of philanthropy, the 2025 edition is poised to be one of the most memorable yet. For attendees, it's a chance to tour beautiful homes, meet the builders who shape their communities, and—most importantly—be part of a tradition that makes a real difference. ■



Builders & Remodelers

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Galarneau Builders proudly serves the greater Malta, Clifton Park, and Saratoga Springs area. If you're in need of a custom home, kitchen remodeling, bathroom renovations, or full home renovations, trust the experienced team at Galarneau.



Why Galarneau Builders Stands Out

Galarneau Builders is one of the Capital Region's most trusted names for custom homes, home renovations, and kitchen remodeling. With over 45 years of experience serving Saratoga Springs, Malta, Clifton Park, and surrounding areas, they've built a reputation for quality craftsmanship, clear communication, and lasting client relationships. Galarneau takes a truly custom, client-focused approach—offering tailored solutions for kitchen remodels, bathroom renovations, full home additions, and ground-up construction. Their hands-on project management, attention to detail, and consistent five-star reviews make them a top choice for homeowners seeking reliable, high-end remodeling services in Saratoga County and beyond.

Expert Residential Construction & Renovation Services

Galarneau Builders provides a comprehensive range of services for homeowners and businesses across Saratoga Springs, Malta, Clifton Park, Ballston Spa, and the greater Capital Region. With more than 45 years

of experience, their team specializes in everything from custom home construction to kitchen remodels, bathroom renovations, and full-scale residential and commercial projects. Their design/build approach streamlines the process—bringing together architects, engineers, project managers, and skilled trades under one roof to deliver efficient, high-quality results.

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- Design/Build Services

Homeowners across the Capital Region praise Galarneau's attention to detail, organized process, and ability to bring even the most complex residential visions to life. From transforming a 130-year-old Victorian in Saratoga Springs to building brand-new Energy Star homes in Ballston Spa, their portfolio reflects a commitment to quality that few builders match.

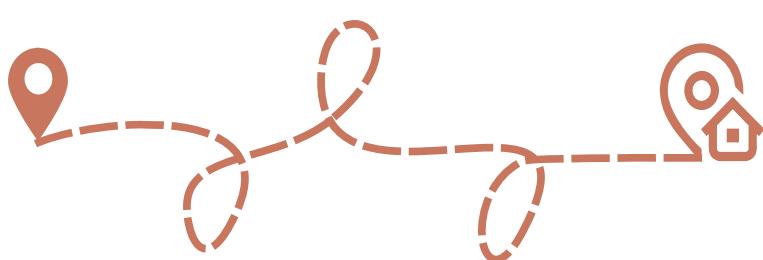
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HVAC Companies

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Searching for HVAC contractors near me, furnace installation in Saratoga Springs, or AC repair in Malta or Clifton Park? These trusted HVAC professionals are known across Saratoga County for 24/7 emergency repairs, seasonal tune-ups, and energy-efficient system upgrades. With decades of combined experience and a strong commitment to customer satisfaction, they're the go-to choice for heating and cooling services in the Capital Region.

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Whether you're upgrading to an energy-efficient system, need urgent HVAC repairs, or a seasonal tune-up, their certified technicians deliver dependable service with clear communication and attention to detail. Plus, their regular monthly specials and seasonal discounts make it easy to save on high-quality heating and cooling services. From furnace and AC

installations to smart thermostat integration and indoor air quality improvements, Cerrone provides the best HVAC repair and installation services for both homes and businesses.

Why Cerrone Plumbing & HVAC Stands Out

Cerrone Plumbing & HVAC excels in delivering top-tier plumbing services and HVAC installations tailored to the diverse needs of homeowners and businesses throughout the Capital Region—including Queensbury, Saratoga Springs, Ballston Spa, Clifton Park, Mechanicville, Albany, Schenectady, Glens Falls, Troy, and Schenectady.

Next, we break down their core offerings and why they continue to be recognized as the best HVAC company in the area.

Expert HVAC Installations and Repairs

With a strong focus on energy efficiency, comfort, and long-term reliability, Cerrone offers a full suite of HVAC services, including:

- **HVAC System Installation & Replacement:** Full setup and upgrades for residential and commercial systems, including Energy Star-certified solutions.
- **Furnace Repair & Seasonal Maintenance:** Keep your home warm and efficient through regular servicing and fast diagnostics.
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- **Boiler Maintenance & Installation:** Hydronic heating services with a focus on performance and safety.
- **New Construction HVAC Services:** Custom

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Our team's firsthand experience with Cerrone's HVAC installs — especially central air and furnace replacements — highlights their commitment to doing the job right the first time. Their reputation for quality craftsmanship and responsive customer care cements their role as the best HVAC company in Saratoga Springs and the surrounding Capital Region.

Technicians like Justin and Xavier are consistently praised for their professionalism, attention to detail, and clear communication, making Cerrone a top-rated choice for HVAC services in Queensbury, Clifton Park, Saratoga Springs, Malta, Ballston Spa, Albany, Troy, and beyond.

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FROM BARN BEGINNINGS TO INDUSTRY LEADER



Interviewed by
Michael Nelson

Photos provided



Listen to the
Podcast Episode

The Journey of Zayacheck Mechanical

When Mike Zayacheck looks back at the early days of Zayacheck Mechanical, it's hard not to marvel at how far the company has come. What started in 2004 with a pickup truck, a racing trailer, and five determined employees has grown into a powerhouse in the mechanical contracting industry, employing nearly 150 people and serving clients nationwide.

Humble Beginnings in Argyle, New York

Zayacheck Mechanical's story begins in Argyle, New York, where Mike and his father decided to leave behind a comfortable but stagnant career working for another contractor. The decision was not taken lightly—Mike had a young family, a mortgage, and steady paychecks to protect. Still, the lack of adaptability and poor customer service he witnessed in the industry pushed him to take a leap of faith.

Armed with \$12,000 borrowed against his 401(k) and the encouragement of his father, Mike set up the company's first "office" in his dining room. The barn out back served as storage, and the corral on his property doubled as a parking lot for trucks and trailers. It was a lean, bootstrap operation built on grit, trust, and the loyalty of employees and customers who believed in Mike's vision.

Building Stability Through Risk

Launching a business is often compared to jumping out of a plane and building a parachute on the way down. For Mike, that metaphor rang true. The company's first truck—a 1990 two-wheel drive dually paired with a secondhand vending trailer—was hardly glamorous, but it was enough to get the team moving.

Just as important as equipment, however, was the team itself. Several of Zayacheck's first employees had worked with Mike for over a decade and followed him into the new venture. That built-in trust gave the young company the stability it needed during the precarious early years.

Still, the first three to four years were tight. Mike and his father drew minimal salaries, sometimes earning less than their employees. They survived on careful credit management, lean operations, and a simple philosophy: do honest work, deliver for the customer, and reinvest in the business.

Growth Fueled by Power Generation

The turning point for Zayacheck Mechanical came from its focus on power generation and paper mills. These industries, though grueling, offered something rare: recession-proof demand. Power plants can't afford downtime, and their turbines must keep spinning regardless of economic downturns.

That demand gave Zayacheck Mechanical steady growth—even during recessions—averaging 5–10% increases each year. Over time, the company expanded into renewable energy, recycling, and mining, developing a reputation for tackling complex projects others couldn't touch.

Much of their work involves **heavy rigging—sometimes up to 200,000 pounds—**in environments not designed for easy maintenance. Mike and his team often have to engineer custom rigging solutions, fabricate beams, and find ways to move massive equipment through narrow, inconvenient spaces. These challenges, rather than deterring them, became a source of pride. “When you succeed at something that's never been done, you set the new standard,” Mike noted.

Scaling Up: From Five Men to 150 Employees

Two decades later, Zayacheck Mechanical employs over 140 field employees, three project managers, and a strong office staff. Growth at this scale required not only technical excellence but also leadership and culture.

Mike credits his success to surrounding himself with good mentors, including his father, stepfather, and respected business leaders who offered guidance. Just as important was his partnership with co-founder Pete, with whom he shared an almost telepathic connection. Together, they made decisions aligned on values and goals, rarely butting heads.

The company's management stability is another secret weapon. Many of Zayacheck's leaders have been with the company for decades, creating consistency in operations and culture. Long-term employees like Herb, who has worked alongside Mike for over 30 years, embody the trust and expertise that clients depend on.



Investing in People

In an industry where skilled labor shortages dominate the headlines, Zayacheck Mechanical has built a reputation for attracting and retaining talent. About 25% of its workforce is under 30, a sign that younger generations are rediscovering the trades as viable, lucrative careers.

The company invests heavily in training. New welders can start at \$26–30 an hour, plus overtime, double time on Sundays, per diems, and travel pay—compensation packages that make the profession highly rewarding. Training programs, certifications, and hands-on rigging experiences ensure employees continue to sharpen their skills.

Beyond technical training, Mike has partnered with Catamount Consulting to provide mental coaching and personal development for his workforce. “If we can help someone be a better person, they'll be safer, more focused, and better on the job,” he explained. Employees receive access to counseling, workshops, and even obstacle course competitions during company-wide training weeks.

Zayacheck Mechanical also fosters loyalty through small but meaningful gestures. From daily catered lunches during training weeks to personally cooking breakfast for employees, Mike emphasizes that leadership is about service. “Whatever we've got to do to make it happen, we do,” he said.

Lessons Learned

Like any business journey, the road wasn't without bumps. Cash flow was a constant challenge in the early years, with high payroll demands and clients often taking months to pay invoices. To survive, Mike negotiated faster payment terms with early customers and used factoring arrangements to bridge gaps. Today, the company still faces the balancing act of paying a large workforce while waiting for receivables, but strong credit and a solid reputation keep them steady.

Mike's advice for new business owners echoes the lessons he's lived:

- **Run lean and mean.** Avoid greed in the early years and reinvest in the company.
- **Focus on customer service.** Deliver work safely, on time, and with integrity.
- **Invest in your people.** Retention comes from fair pay, benefits, development, and genuine care.
- **Stay adaptable.** The industries Zayacheck Mechanical serves are tough, but their resilience comes from embracing change and finding smarter, safer ways to operate.

Looking Ahead

More than 20 years after its humble start, Zayacheck Mechanical stands as a testament to what vision, grit, and culture can build. From a dining room office and a beat-up trailer to a 150-strong workforce, the company has carved a niche as one of the few contractors in the country capable of tackling some of the industry's most complex projects.

In Mike's eyes, the company's growth isn't just about numbers—it's about people. By cultivating loyalty, investing in training, and building a culture of service, Zayacheck Mechanical has not only grown but thrived, proving that even in the toughest industries, success is possible with the right foundation. ■



TRUE RINSE

Expands into Saratoga Springs



Interviewed by
Michael Nelson
Photos provided



Listen to the
Podcast Episode

A Cleaner Future for Homes and Neighborhoods

Saratoga Springs residents have something new to look forward to—fresh, sanitized garbage bins and sparkling exteriors—thanks to the expansion of True Rinse, an innovative pressure washing and bin-cleaning company founded by Thomas “Tommy” Abbott. Already well established across New York’s Capital Region, True Rinse is bringing its unique service model north, helping families, businesses, and entire neighborhoods enjoy cleaner, healthier spaces.

A Business Built from the Ground Up

Abbott’s journey to launching True Rinse is one rooted in grit, family priorities, and a knack for seeing opportunities where others don’t. Before becoming an entrepreneur, Abbott worked for the City of Troy’s Department of Public Utilities, where he spent his days repairing water main breaks, replacing fire hydrants, and dealing with aging infrastructure. It was

tough, demanding work, often requiring long hours and emergency calls at all hours of the night.

At the same time, Abbott wanted more flexibility and time with his young daughter. “There were mornings where I wasn’t even home to see her off to school,” he explained. “That’s what really pushed me to open my own business—I wanted to be there for her soccer games and tae kwon do practices.”

That motivation, combined with a lightbulb idea he once jokingly mentioned to a friend—“*What about cleaning garbage cans?*”—sparked the creation of a service no one else was offering locally. Abbott researched specialized equipment, invested in a custom-built trailer from a Florida manufacturer, and launched what was originally called Tommy Boy’s Trash Can Cleaning. Eventually, it evolved into True Rinse: a full-service pressure washing and sanitation company.

What True Rinse Does

At its core, True Rinse provides two main services:

1. Bin Cleaning & Sanitization – Using a custom-built rig, Abbott lifts garbage cans and blasts them with 200-degree water through a 360-degree nozzle, completely disinfecting and deodorizing them. An eco-friendly citrus-based deodorizer is applied afterward, leaving cans fresh for weeks. Unlike DIY cleaning with a garden hose and bleach, True Rinse's method eliminates maggots, odors, and harmful bacteria while also ensuring wastewater is properly captured and disposed of—never running into storm drains.

2. Pressure Washing & Beyond – Over time, True Rinse has expanded into exterior home washing, driveway and sidewalk cleaning, graffiti removal, and even fleet cleaning for commercial clients. The company handles everything from residential patios to commercial dumpsters and construction equipment, ensuring that grime, grease, and buildup are dealt with professionally.



Why It Matters

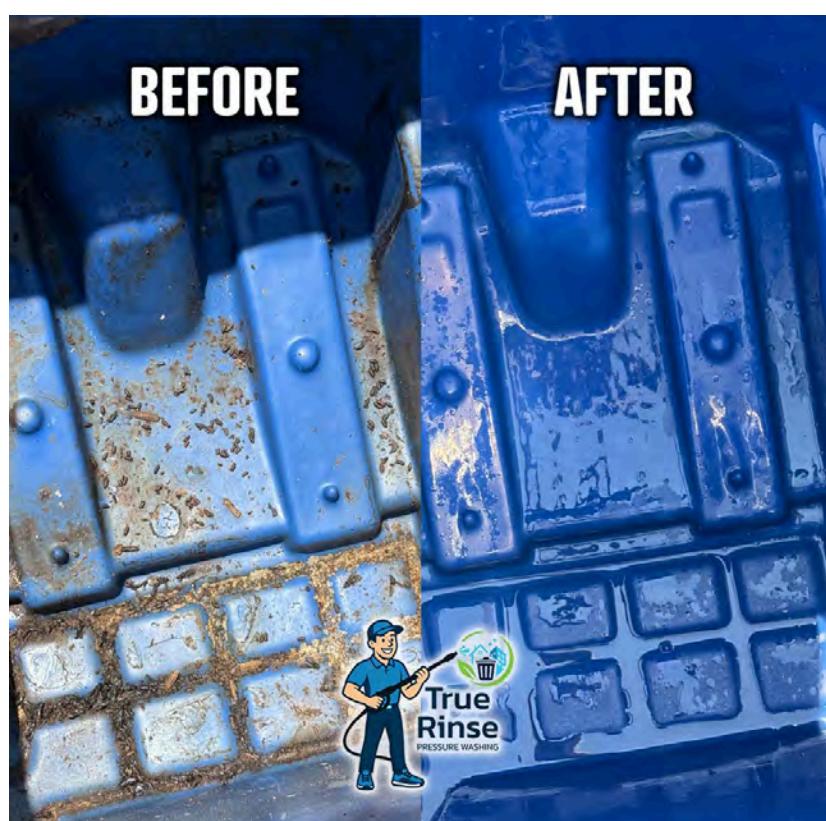
At first, many people were skeptical. “Educating people on what I did was one of the hardest parts,” Abbott shared. “People thought I just sprayed out garbage cans with a hose. But once they saw the results—sanitized, odor-free bins—they realized it was something different.”

The demand quickly grew. Homeowners’ associations (HOAs) became frequent clients, since residents often must store garbage bins in their garages. Elderly homeowners, unable to handle messy cleanings themselves, also embraced the service. Word of mouth spread fast, and soon Abbott was managing over 100 clients, with many converting from one-time cleanings into monthly subscriptions.

True Rinse’s model is affordable and accessible:

- **Monthly cleaning** – Around \$28 before tax
- **Quarterly cleaning** – About \$45
- **One-time cleanings** – Typically \$60 locally, a bit more in outlying areas like Saratoga

Compared to the inconvenience—and unpleasantness—of scrubbing bins yourself, the value is undeniable.



Expansion into Saratoga Springs

Until recently, True Rinse focused mainly on Albany and the greater Capital Region. But with steady growth and increasing brand recognition, Abbott is now bringing the business to Saratoga Springs and surrounding communities.

Even if just one Saratoga resident books a cleaning, Abbott says it’s worth making the trip. “My trailer is basically a moving billboard,” he explained. “Driving around Saratoga helps spread awareness. Neighbors see us working, people driving by see the rig, and soon they’re asking about the service themselves.”

That grassroots visibility has always been part of True Rinse’s success. Abbott started out marketing with door hangers, yard signs, and billboards across Albany and Clifton Park. Over time, he added digital marketing, referral programs, and subscription options. But nothing beats the power of neighbors seeing fresh, sanitized bins lining the curb.

A Solopreneur’s Hustle

For now, Abbott still runs True Rinse solo—juggling customer scheduling, invoicing, marketing, and all the cleanings himself. He uses tools like Jobber software to manage appointments and communication, ensuring clients always know when to expect him. On busy days, he may clean 15 to 20 bins thanks to his streamlined process.

While the workload can be intense, Abbott is grateful. His original goal was to land 20 clients. Then 50. Then 100. Now, he’s surpassed those milestones and sees opportunity for much more. He envisions adding more rigs, hiring employees, and eventually expanding across New York State—or even franchising.

Why Saratoga Should Be Excited

Saratoga Springs is known for its beauty, charm, and community pride. True Rinse fits perfectly into that culture. Clean, sanitized bins reduce odors, pests, and bacteria—making neighborhoods healthier and more pleasant. Pressure washing services help keep historic homes, businesses, and public spaces looking their best.

And at the heart of it all is Abbott, a local entrepreneur whose business isn’t just about cleaning bins—it’s about improving everyday quality of life. “This business gave me time with my daughter and the chance to build something unique,” he said. “And now I get to bring it to more people.”

Final Word

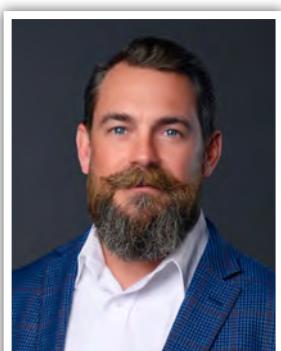
With its expansion into Saratoga Springs, True Rinse is more than a cleaning service—it’s a testament to hard work, creativity, and the value of tackling the jobs nobody else wants to do. Abbott has transformed a simple idea into a thriving business, and Saratoga residents now have the opportunity to benefit from a service that’s as practical as it is refreshing.

**CLEANER BINS. FRESHER NEIGHBORHOODS.
THAT'S THE TRUE RINSE DIFFERENCE. ■**



tim SUPRISE

A Testament to Innovation and Entrepreneurial Spirit



Interviewed by
Michael Nelson

Photos provided



Listen to the
Podcast Episode

For more than two decades, Tim Suprise has been a force of creativity and resilience in the world of craft brewing. His journey is not simply one of building a successful business, but of shaping an industry, championing small businesses, and inspiring communities through passion and perseverance.

Early Leadership and Service

Tim's story begins with a foundation of discipline and service. He entered the U.S. Army through ROTC, later training at Fort Bragg and enduring the grueling Ranger and Airborne schools at Fort Benning. These experiences, demanding both physically and mentally, forged in him a core sense of leadership and teamwork that would carry forward into every chapter of his life. After his military service, Tim also served as a reserve police officer in upstate New York, working in Saratoga County and gaining firsthand experience in responsibility, public service, and community engagement.

From Corporate Success to Entrepreneurial Risk

Before entering brewing, Tim built a strong career in industrial sales and market development. His work with engineering firms took him across the U.S., Europe, and Asia, where he honed skills in business growth, international markets, and relationship building. Yet it was during these years of travel that Tim's passion for locally brewed beer took hold. Everywhere he went, he sought out local breweries, developing both an appreciation for craft beer and an entrepreneurial itch to create something of his own.

By the mid-1990s, Tim decided to take the leap. Walking away from a stable corporate path, he began crafting a bold plan to launch his own brewery. In 1994, well before the craft beer boom, he founded Arcadia Brewing Company in Battle Creek, Michigan. His entrepreneurial grit showed immediately: to raise capital, he pioneered a Michigan-only stock offering—the first of its kind—selling shares in a company that had yet to brew a single beer. It was a groundbreaking move that required not just salesmanship, but extraordinary belief in his vision.



Brewing Innovation and Industry Leadership

Arcadia Brewing quickly became more than just a brewery—it was a cornerstone of Michigan's emerging craft beer scene. Tim's focus was on British-inspired ales, made with authentic imported ingredients, but brewed with Midwestern pride. The innovation wasn't only in the beer itself, but in the way he helped shape the legislative and cultural environment for craft brewing.

As a founding member and later the second president of the Michigan Brewers Guild, Tim played a key role in advocating for changes in state laws that allowed small breweries to thrive. For 15 years, he chaired legislative affairs, working to modernize outdated alcohol regulations and create an ecosystem where independent brewers could flourish. His efforts weren't about just growing Arcadia—they were about building an industry and ensuring opportunities for others who shared his dream.

Resilience Through Challenges

Like many entrepreneurs, Tim's journey included both triumphs and struggles. Building Arcadia required immense sacrifice—financially, physically, and emotionally. Raising \$1.3 million in startup capital, navigating state and federal regulations, and convincing investors to take a chance on an unproven brewer all tested his persistence. Yet Tim's authenticity and passion won people over, earning trust from regulators, investors, and the community alike.

Even as challenges arose, Tim emphasized the importance of authenticity, transparency, and passion in business. He often notes that belief—in oneself, in the mission, and in the greater good of the community—is the true currency

of entrepreneurship. That belief carried him through the ups and downs of running a brewery for more than 20 years, and it remains a core philosophy he shares with future entrepreneurs.

The Spirit of Craft

Ask Tim what kept him going through the long hours and setbacks, and the answer is simple: passion. Brewing, for him, was never just about selling beer. It was about creating jobs, revitalizing communities, and proving that one person's idea could ripple outward into lasting cultural and economic impact. That same spirit continues to define him today. Whether sharing stories of entrepreneurship, supporting small businesses, or encouraging others to chase their own ideas, Tim embodies the essence of what craft beer has always stood for—independence, creativity, and community. His legacy is not just in the beers brewed under the Arcadia name, but in the doors he helped open for countless others.

Looking Ahead

Tim Suprise's journey shows that entrepreneurship is rarely a straight path—it's a series of challenges, pivots, and leaps of faith. From soldier and police officer, to global sales leader, to pioneering craft brewer, his life underscores the power of resilience and conviction.

The brewing industry may have evolved dramatically since the 1990s, but Tim's story remains a timeless reminder: when you combine passion with perseverance, and vision with authenticity, you don't just build a business—you build something that inspires and endures. ■

GREENWOOD HOFF WEALTH MANAGEMENT

AUGUST MARKET OUTLOOK

Slower Growth Signals, Cooler Inflation, and a Market Leaning on Earnings



by Greenwood Hoff Wealth Management of Cetera Investors

Markets head into late August with a different tone than early summer: inflation has cooled from last year's peaks, but growth data and business surveys are flashing yellow. For investors, the near-term path hinges on three forces: Federal Reserve policy expectations, corporate earnings resilience, and the knock-on effects of trade and tariff developments. Here's what the latest data and events suggest for portfolios as we look toward September.



MACRO SNAPSHOT: Inflation Cooler, Growth Moderating

July's Consumer Price Index shows inflation still running lower than last year's pace. Headline CPI rose 2.7% year over year and 0.2% month over month, while core inflation eased to a 3.1% year-over-year pace. Shelter remains sticky but is decelerating on a trend basis; medical care and motor vehicle insurance continue to run hot relative to the average. Growth is slowing from the brisk spring pace. The government's advance estimate shows real GDP up at a 3.0% annual rate in Q2, powered by consumer spending and business investment. But high-frequency models point to a cooler Q3: the Atlanta Fed's GDP Now tracker estimates 2.3% growth as of August 19, with residential investment slipping after a brief pickup.

The labor market remains the key swing factor. July's jobs report showed softer momentum: the unemployment rate ticked up to 4.2%, and job gains slowed, with prior months revised down. While health care and social assistance continued to add positions, other areas showed signs of fatigue. A cooling labor market is exactly what the Fed expected to see as policy remains restrictive, but it also narrows the runway for growth.

BUSINESS SURVEYS: Manufacturing Contraction, Services Barely Expanding

July's ISM surveys depict an economy still growing overall but losing altitude. Manufacturing contracted for a fifth straight month, with the headline PMI at 48.0. New orders remain in contraction, though production was held just above 50. On the services side, the bulk of the economy, the PMI slipped to 50.1, signaling near-stagnation, with softer new orders and continued employment contraction within the survey. Commentary in and around the reports highlighted tariff-related uncertainty and tentative demand.

RATES AND THE FED: All Eyes On Jackson Hole (Aug. 21–23)

The Federal Reserve kept rates steady at its July meeting, but the minutes due August 20 and Chair Jerome Powell's speech at Jackson Hole (Aug. 21–23) will guide expectations for a September move. Notably, July saw a rare dual dissent on the FOMC from Governors Bowman and Waller favoring a quarter-point rate cut, reflecting concern over labor softening. Markets now price high odds of a September cut, but the Fed will weigh still-elevated core inflation against the cooling jobs backdrop. The Kansas City Fed's symposium timing puts policy communication center stage this week.

Treasury yields reflect this cross-current. The 10-year has hovered around the mid-4.3% area in recent sessions while the 2-year has drifted lower on rising cut expectations, a modest bull-steepening that often accompanies growth concerns. If unemployment drifts higher, the market will likely lean into a more decisive easing path, though persistent fiscal deficits and term premium dynamics may keep long rates sticky.

EARNINGS: The Ballast Beneath Equities

Second-quarter earnings have been a bright spot. With about 90% of S&P 500 companies reported by August 8, 81% beat EPS estimates—above 5- and 10-year averages, with positive surprise magnitude also running firm. In short, corporate America delivered against tempered expectations, and that resilience has helped contain downside in broader indexes despite macro wobble. Going forward, guidance will matter more than beats as management teams speak to order books, pricing power, and hiring.



ENERGY AND COMMODITIES: Oil Weakens Into Late Summer

Oil prices have eased on expectations for inventory builds and a more comfortable supply-demand balance into 2026. The U.S. Energy Information Administration's latest outlook projects Brent sliding from about \$71 in July to the high-\$50s by Q4, with additional softness into early 2026 if OPEC+ proceeds with higher output. Near-term, weekly inventory data and demand into Labor Day will steer price action, but the broader glide path remains lower in base-case forecasts.

Lower crude—if sustained—would be a welcome tailwind for headline inflation and consumer purchasing power. It also tends to relieve pressure on freight, airlines, and parts of industrials, even as it compresses upstream energy margins. For diversified portfolios, cheaper energy is usually net-positive.

Trade Policy And Global Cross-Currents

Tariff policy remains a live macro variable. Reports around the ISM services release and broader news flow indicate trade tensions and higher average tariff rates are weighing on business sentiment and complicating the inflation-growth tradeoff. In parallel, global growth is mixed, with stronger prints in some emerging markets offset by sluggishness elsewhere. For U.S. investors, the takeaway is less about timing geopolitical turns and more about maintaining diversification across revenue streams and supply chains.

What This Means For Investors

- 1) **Expect more rotation under the surface.** With macro data cooling, leadership may toggle between quality growth and defensive sectors. Earnings strength can still support the broad market, but dispersion should stay elevated. This is an environment to emphasize balance-sheet quality, durable margins, and pricing power over purely cyclical beta. The Q2 beat rate underscores that companies with operational discipline are being rewarded.
- 2) **Rates will likely ease, but long yields may not fall as fast.** The Fed could start trimming as early as September if labor data continues to soften and inflation stays contained. However, long-term yields may remain anchored near current levels given term premium and deficit dynamics. Duration exposure should be sized thoughtfully: adding some intermediate duration can help if growth slows further, but an outright bet on a deep long-rate decline looks less compelling without a sharper downturn.
- 3) **Watch small business and consumer health.** The consumer carried Q2, but higher financing costs and softening labor trends argue for caution. We're watching delinquency data, revolving credit growth, and small business hiring plans for confirmation. If oil stays subdued into fall, headline inflation could buffer real incomes, but any labor-market deterioration would dominate.
- 4) **International allocations: stay selective.** If tariffs and trade friction remain in focus, look for regions with internal demand resilience and improving policy visibility. Currency volatility may add or subtract meaningfully from returns; consider hedged exposures where appropriate.
- 5) **Alternatives and real assets: recalibrate, don't abandon.** With public markets pricing a soft-landing path but acknowledging growth risks, private credit, core real estate with strong occupancy, and infrastructure linked to secular demand can still diversify portfolios. That said, underwriting should assume slower nominal growth than in 2021–2023, lower exit multiples, and a higher cost of capital.

The Near-Term Calendar

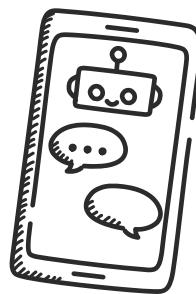
- **Fed minutes & Jackson Hole (Aug. 20–23):** Tone around labor softness vs. inflation stickiness will steer September odds.
- **Late-August data:** Housing, consumer spending, and sentiment will refine Q3 growth tracking (GDPNow nowcasts are updated regularly).
- **Earnings stragglers & guidance updates:** Management commentary on orders and margins remains pivotal.

Bottom Line

August finds markets balancing cooler inflation against a softer growth pulse. The Fed is closer to cutting, but its cadence will be measured; long-term yields may not fall as quickly as short rates if fiscal and term-premium dynamics persist. In equities, resilient earnings and quality factors remain your friends while the macro picture resets. For diversified investors, incremental duration, quality-tilted equity exposure, and disciplined rebalancing remain prudent as we head into September.

At Greenwood Hoff Wealth Management, our philosophy is rooted in clarity and balance. We bring together deep market insight, personalized planning, and disciplined investment management to help clients navigate uncertain environments with confidence. Whether you're preparing for retirement, building wealth, or seeking tax-efficient strategies, we focus on aligning every decision with your long-term goals. By blending professional expertise with personal attention, we aim to provide the steady guidance you need to turn today's market complexity into tomorrow's opportunity. ■

7 Steps to 10x Your Content Game Using AI



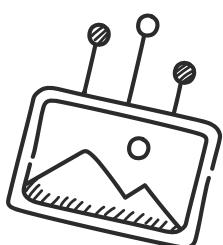
Created by
Michael Nelson

Note: This article was originally adapted from a recorded podcast short for Blue Collar StartUp

- Do you know you should be creating content but never seem to have the time? Writing a blog feels like pulling teeth, and social media posts often get pushed to “later.” The truth is, consistent content is essential for SEO, marketing, and staying relevant—but it doesn’t have to take hours. With the right AI tools, you can turn a five-minute video into blogs, clips, and posts that keep your brand visible and your audience engaged.

Here's how to build a simple system to 10x your content output without 10x the effort.

STEP 01



Start With a Quick Video

Instead of staring at a blank screen, start by hitting record on your phone. Don’t overthink it—just talk. A 3–5 minute video is more than enough. You can do this on a job site, in your office, or even in your truck. Share tips, common mistakes you see, or insights from a project you’re working on. The goal is to capture your authentic thoughts in your own voice without worrying about grammar, formatting, or perfect delivery.

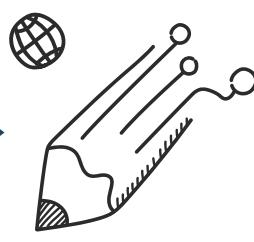
STEP 02



Transcribe the Video With Otter.ai

Once you’ve recorded your video, upload it to a transcription tool like Otter.ai. For around \$20/month, Otter will convert your spoken words into text within minutes. This step eliminates the blank-page problem—you now have a raw draft full of your ideas and expertise.

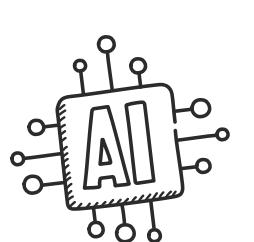
STEP 03



Export and Upload Into an AI Writing Tool

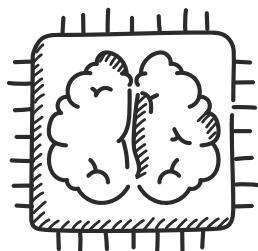
Next, export your transcript as a PDF and upload it into an AI tool such as ChatGPT or Grok. This is where the magic happens. Because the content is based on your own words, you don’t have to worry about plagiarism or the AI making things up. Instead, it’s refining what you already said into a structured blog post.

STEP 04

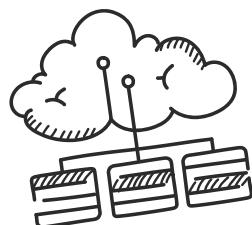


Prompt AI to Create a Full Blog

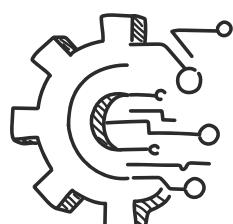
Give your AI assistant clear instructions. *For example: “Please create an 800-word blog using the attached transcription. Focus on points 1, 2, and 3. Make sure it’s SEO-friendly and conversational.”* Best practice is to aim for at least 600 words to keep Google happy, but don’t be afraid to go longer if your topic deserves it. Within seconds, you’ll have a polished draft that you can either publish as-is or lightly edit.

STEP
05**Edit, Refine, and Personalize**

AI tools are powerful, but they still benefit from your human touch. Read through the blog and adjust tone, phrasing, or examples so it truly reflects your brand voice. You can even feed the draft back into AI and ask for revisions like, “Make this sound more casual” or “Add a stronger conclusion.” This editing pass usually takes just a few minutes.

STEP
06**Repurpose Content Into Social Media Clips**

Don’t stop with just a blog. That same video can be chopped into short-form clips (15–60 seconds) using AI video editors like Opus Clips. These tools can automatically find highlights, add subtitles, and even style them with different fonts. Suddenly, one short recording has become a blog post and multiple social media assets you can share across Instagram, Facebook, LinkedIn, or TikTok.

STEP
07**Build a Consistent Content Engine**

When you combine all these steps, you’re creating a system that takes less than 30 minutes per week but yields massive content output. From one short video, you now have: A blog post for your website (boosting SEO), a video for YouTube or email marketing, multiple short clips for social media, a written piece you can share in newsletters. For under \$100/month in AI tools, you’re producing enough content to stay visible, relevant, and competitive.

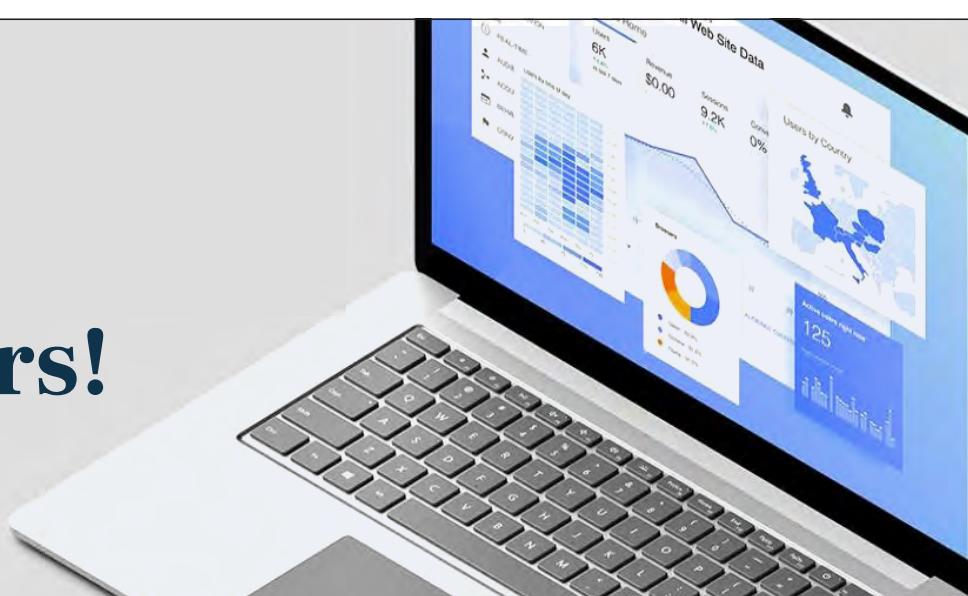
Final Thoughts: AI is not here to replace your creativity—it’s here to accelerate it. Think of these tools as the hammer or screw gun in your marketing toolkit: they don’t do the work for you, but they make the job faster and easier. By recording short videos, transcribing them, and letting AI transform them into polished blogs and clips, you can 10x your content game without 10x the effort.

So next time you’re on a project or have a quick insight, pull out your phone and hit record. In half an hour, you’ll have a blog post, videos, and social media content ready to go—all while keeping your authentic voice front and center. ■

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contact us at **michael@fivetowers.us** or **518.832.3097** to learn more



Interviewed by
Rebecca Shoemaker

Five Towers Media Welcomes **MATTHEW KNOTH** as Their New Sales Specialist

Five Towers is pleased to announce the addition of Matthew Knoth to its team as a sales specialist, bringing a fresh perspective and a strong foundation in business and marketing. Matthew's journey to Five Towers is rooted in his passion for helping organizations build their brand and generate high-quality leads, making him a valuable asset to the company's growth and client success.

Matthew's academic background is firmly grounded in business, having earned his degree in Sports and Entertainment Management with a concentration in digital marketing from Nazareth University in Rochester, NY. While his education included a variety of business courses, it was the marketing and promotional aspects that truly captured his interest.

"That's kind of where I found myself in sales and marketing, along with my digital marketing classes, that kind of just opened my eyes to that aspect of business," Matthew explained.

His early professional experiences further solidified his interest in marketing and sales. Matthew quickly discovered the importance of understanding business operations and the power of creative

promotional strategies. These experiences taught him how to look beyond the surface and identify what makes a brand stand out in a competitive marketplace.

At Five Towers, Matthew is focused on helping prospects and clients build brand awareness and drive measurable results. He is dedicated to understanding each client's unique needs and developing tailored strategies that foster growth and long-term success.

"I want to be the person who prospects can trust, come to me for creative solutions, and also give them measurable results," Matthew shared.

Matthew's approach to sales is rooted in relationship-building and a genuine desire to help others succeed. He believes that the key to effective sales and marketing lies in building trust and delivering value at every stage of the client journey.

"My goal is to strengthen my ability to build and maintain long-term client and prospect relationships. I kind of want to just go beyond making those simple connections," he said.

Since joining Five Towers, Matthew has been impressed by the company's supportive culture and the shared commitment to excellence.

"It's been nothing short of amazing, especially with the immediate support I felt from the team from day one. Everyone here is motivated to do their best work, so it kind of made that adjustment very seamless as I was ready to work and wanted to put my best work forward," he noted.

As Five Towers continues to grow, Matthew is excited to contribute his expertise in sales and marketing to help clients achieve their goals. His focus on creative solutions, measurable outcomes, and building lasting relationships aligns perfectly with the company's mission and values.

Five Towers is excited to welcome Matthew Knoth to the team and they look forward to the positive impact he will make for their clients and the company. ■



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NETWORKING

SEPTEMBER

SARATOGA COUNTY CHAMBER OF COMMERCE

Fall Mixer at Tree House Brewery
4 – 6:30 PM
Tree House Brewery
3376 US-9, Saratoga Springs
Fees/Admission: \$10 Per Member

10
SEPT

VBC Meet and Greet
9 – 10 AM
Empire State University
113 West Avenue, Saratoga Springs

12
SEPT

This FREE networking event is your opportunity to connect and collaborate with fellow veterans, active military personnel, military families, and community supporters. Whether you're looking to expand your professional network or just looking to show your support, this gathering is designed for meaningful connections.

Saratoga Job Showcase

10 AM – 12 PM
Empire State University
113 West Avenue, Saratoga Springs

This event is free and open to anyone who is interested in jobs and careers. With 40+ employers from construction, manufacturing, energy, finance, banking, technology and more, you'll find opportunities across every industry.

Women in Business Autumn Social
4 – 6:30 PM
Universal Preservation Hall
25 Washington St, Saratoga Springs

Fees/Admission:
Complimentary to Chamber Members

18
SEPT

Mixer at the Museum hosted by the VBC
4 – 6 PM
The NYS Military Museum
61 Lake Avenue, Saratoga Springs

Fees/Admission: FREE with advance registration for all veterans and active-duty military. Pay what you wish for all others (\$10 suggested donation to benefit the VBC).

Registration proceeds support the Veterans Business Council. Cash bar proceeds support the Friends of the NYS Military Museum.

25
SEPT

UPCOMING NETWORKING EVENTS

FRI

BNI
Meets every Friday at 7:30 AM
Southern Adirondack Realtors
296 Bay Road, Queensbury

ARCC EVENTS

ARCC Women's Business Council Meeting
9 – 10 AM
Sundance Ranch- Event Barn
465 Lake Avenue, Lake Luzerne
Fees/Admission:
FREE event for current ARCC Members in good standing.

09
SEPT

5th Annual Walk for Veteran & First Responder Suicide Awareness & Prevention
3:30 – 5:30 PM
City Park Gazebo in Glens Falls

Each registered participant is asked to donate a minimum \$1 at the time of event. (Cash or check only)

Veteran Resource Booths open at 3:30 PM. Walk participants will convene at 4 PM at the City Park Gazebo in Glens Falls for a brief greeting. The walk will begin promptly at 4:22 PM and end at 4:46 at our starting point. After the walk, raffle drawings and closing remarks will take place at the gazebo. This event is rain or shine!

10
SEPT

ARCC Mixer at Dancing Grain Farm Brewery

5 – 7 PM
Dancing Grain Farm Brewery
180 Old West Road, Moreau
Fees/Admission:
\$15 for ARCC Members
\$25 for Not-Yet Members

25
SEPT

MEETING POINT

Glens Falls Chapter
11 AM
EOS Office -
9 Broad Street
Union Square -
2nd Floor, Glens Falls

15
SEPT

Saratoga Springs Chapter
8:30 AM
Saratoga National Bank
171 S Broadway,
Saratoga Springs

25
SEPT

LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB

Women in Business Season Kickoff at Wiawaka
8 AM – 9:30 PM
Wiawaka Center for Women
3778 State Route 9L, Lake George

Registration:
<https://form.jotform.com/252044067387156>

Friends and Family Mixer at The Lodge at Schroon Lake
5 – 7 PM
The Lodge at Schroon Lake
210 Registration Way, Schroon Lake

Registration:
<https://form.jotform.com/252014142270138>

10
SEPT

17
SEPT

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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 86

Marketing Minute with Mike Nelson

In this solo episode, your host Michael Nelson of Five Towers Media advises blue collar business owners to avoid starting a Facebook business page too soon and instead leverage personal profiles for better engagement and lead generation. He shares practical tips on transitioning to a business page later and maintaining an active social media presence to build credibility.



[SCAN TO LISTEN!](#)



EPISODE 87

Growing a Successful Business from Scratch

In this episode, your host Mike Nelson of Five Towers Media sits down with Mike Zayachek of Zayachek Mechanical. Tune in as they discuss starting a business from a pickup truck and a trailer, growing to 147 employees, navigating cash flow challenges, and building a loyal team through training and mentorship in the power generation and industrial maintenance industry.



[SCAN TO LISTEN!](#)



EPISODE 88

Thinking Outside the Bin with Thomas Abbott

In this episode, your hosts Michael Nelson of Five Towers Media and Derek Foster of Daigle Cleaning Systems interview Thomas Abbott of True Rinse. Tune in as they discuss creating a niche bin cleaning and pressure washing business, transitioning from municipal work, building a solo operation with a custom trailer rig, and more!



[SCAN TO LISTEN!](#)



EPISODE 89

Behind the Badge: Warren County Sheriff Jim Lafarr

In this episode, your hosts Michael Nelson of Five Towers Media and Derek Foster of Daigle Cleaning Systems dive into an engaging conversation with Warren County Sheriff Jim Lafarr. Discover why policing is a true blue-collar trade, requiring grit, stamina, and smarts, and hear gripping insights into the daily challenges of keeping Warren County safe. Learn about the physical and mental demands of the job and the surprising parallels between running a sheriff's office and a small business. Plus, get practical advice for young adults eyeing a career in law enforcement.



[SCAN TO LISTEN!](#)

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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 34

Overcoming Addiction & Coaching Nutrition

Your host Mike Nelson of Five Towers Media talks with Katy Margison, founder of Athena Nutrition. Tune in as they discuss her journey from CrossFit to weightlifting, her battle with addiction and path to sobriety, how she's helping women achieve sustainable health through nutrition coaching, and much more!



SCAN TO LISTEN!



SEASON 3, EPISODE 35

How Systems Fuel Growth with Dave Borland

Your host Mike Nelson of Five Towers Media sits down with entrepreneur and EOS implementer Dave Borland to talk about the real challenges business owners face when scaling their companies. From early failures and marketing mergers to the power of systems like EOS, Dave shares hard-earned insights from over a decade of helping teams grow with clarity and purpose. Whether you're struggling with structure, scaling too fast, or just feeling stuck, this episode delivers candid advice on building strong leadership teams, gaining traction, and knowing when to get help.



SCAN TO LISTEN!



SEASON 3, EPISODE 36

Smarter Financial Decisions for Entrepreneurs

Your host Mike Nelson of Five Towers Media talks with Brian Stidd, CPA and founder of Stidd CPA in Glens Falls, NY. Tune in as they discuss the most common mistakes small business owners make with taxes, what's actually in the "Big Beautiful Bill," how to track profitability in your business, and much more!



SCAN TO LISTEN!



SEASON 3, EPISODE 37

Regenerative Farming with Arthur Kraamwinkel

Your host Mike Nelson of Five Towers Media sits down with Arthur Kraamwinkel, a poultry farmer from Hepatica Farm in Greenwich, NY. They dive into the challenges and rewards of regenerative farming, the economics of pastured poultry, Arthur's vision for a diversified, sustainable farm operation, and more!



SCAN TO LISTEN!

LISTEN ON





FOOD FOR THOUGHT BY GREENFORK

Join host Stephen Zabala, lifelong wellness enthusiast and founder of Greenfork, as he unpacks real-life, practical approaches to nutrition, wellness, and success—without the over complication.



EPISODE 13

Breathwork for Stress, Recovery & Resilience

Host Stephen Zabala welcomes Sarah Hutcherson, founder of Slo Breath Works, for an enlightening conversation on the power of breathwork. From managing anxiety and stress to enhancing athletic performance and recovery, Sarah breaks down the science and spirit behind various breath techniques — and even guides listeners through a calming breath practice to start the episode.



SCAN TO LISTEN!



EPISODE 14

Optimizing Performance, Mobility & Recovery

Host Stephen Zabala sits down with Dr. Patrick Campbell, chiropractor and founder of Ecotone Health, to talk all things performance, movement, and recovery. From functional mobility to advanced assessments, running analysis, and cutting-edge recovery tools like TECAR therapy, Patrick shares insights that bridge the gap between rehab and athletic performance. Whether you're a runner, lifter, or just want to move and feel better, this conversation is packed with value.



SCAN TO LISTEN!



EPISODE 15

Building Digital Wellness with Leah Ferrone

Host Stephen Zabala sits down with educator and mindfulness coach Leah Ferrone to explore the impact of technology and social media on mental health, relationships, and real-world connection. Leah shares neuroscience-backed insights, practical mindfulness tools, and stories from her work with kids, parents, and teens to help listeners build healthier tech habits and deeper human connections.



SCAN TO LISTEN!



EPISODE 16

Renee Salerno's Journey to Holistic Beauty

Host Stephen Zabala sits down with Renee Salerno, an endurance athlete, yogi, and aesthetician. Renee, owner of Namastetics, shares insights on her journey through yoga, mountain biking, cross-country skiing, and her approach to skincare that emphasizes self-care and education. From the transformative power of restorative yoga to the importance of SPF and embracing new challenges as a lifelong learner, Renee's vibrant energy and dedication to community shine through.



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