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see pg. 16

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# Broadway's Martha Banta Returns as Artistic Director to Usher in Adirondack Theatre Festival's Bold New Era

Martha Banta

Submitted by  
Adirondack  
Theater Festival

**ADIRONDACK  
THEATRE  
FESTIVAL**

Photo:  
marthabanta.com



Adirondack Theatre Festival (ATF) is thrilled to announce the return of its founding Artistic Director, Martha Banta, who will once again take the creative helm of the company, joining forces with Managing Director Tracey Sullivan to lead the organization into a bold new era—one that promises fresh energy, expanded programming, and world-class theatre right in the heart of Glens Falls.

Together, Banta and Sullivan are already crafting an ambitious 2026 season featuring everything audiences love about ATF – and more. Expect a Tony Award-winning musical, a brand-new world premiere by a Broadway playwright, a recent Broadway hit fresh off the stage, and the return of children's theatre. The upcoming season will also be longer, with more performances and new opportunities to engage the community.

Banta, who founded ATF in 1994 and led its first 13 seasons, brings a wealth of directing experience from Broadway and regional theatres nationwide. Her Broadway credits include *RENT* and *MAMMA MIA!* (which recently reopened this August). She has also held artistic positions with the award-winning Off-Broadway New York Theatre Workshop and the New York City Opera at Lincoln Center. In ATF's early years, Banta was the driving force behind transforming the vacant Woolworth's building in downtown Glens Falls into a performance venue – a vision that paved the way for what is now the Charles R. Wood Theater, ATF's summer home.

Sullivan, who has served as Managing Director since 2019, offers a deep understanding of the organization's operations and a passionate commitment to ATF's artistic and community-driven mission. The two previously collaborated on ATF's triumphant 2021 season – the festival's first return to live performances after the pandemic shutdown – and are delighted to be joining forces once again to guide the company's next phase of growth.

**“I'm so happy to be back at ATF,” said Banta. “When I founded this company, it was out of imagination, a little chutzpah, and a lot of love for Glens Falls – and look what it became!”**

“It's a wonderful feeling to be working together again,” said Sullivan. “Martha and I share a deep love for this company and for the community that sustains it. We're already collaborating closely to build a season full of energy, creativity and heart.”

“I'm so happy to be back at ATF,” said Banta. “When I founded this company, it was out of imagination, a little chutzpah, and a lot of love for Glens Falls – and look what it became! I want to contribute everything I can from my years of working on Broadway and working with theaters across the country. So much in the world, and in Glens Falls has changed, but the spark is still there and although it's a new challenge, I'm eager to take it on. Returning now feels both familiar and full of possibility, and I'm excited for what lies ahead.”

ATF also celebrates Miriam Weisfeld, who recently concluded her tenure as Producing Artistic Director to become Producing Artistic Director at Capital Repertory Theatre in Albany (part of Proctors Collaborative). Weisfeld's artistic leadership helped shape ATF's recent seasons, and the company is proud to see her step into this exciting new role. ATF looks forward to staying connected with Weisfeld and the Collaborative and announcing future creative opportunities between the two organizations.

With Banta and Sullivan leading the way, the Adirondack Theatre Festival is poised for a vibrant new era with an upcoming season of professional Broadway content and talent that reaffirms its mission to produce bold, original, and contemporary theatre to the heart of Glens Falls.

## About Adirondack Theatre Festival

Adirondack Theatre Festival (ATF) is a professional summer theatre company based in Glens Falls, NY, dedicated to producing new and contemporary works for the stage. Since 1994, ATF has been committed to bringing world-class theatre to the Southern Adirondack region, supporting emerging voices, and engaging the community through bold, entertaining storytelling. ■

# NOURISH YOUR TABLE, FEED A NEIGHBOR:

## Join Pitney Meadows' Buy a Box, Give a Box Program

Submitted by **Pitney Meadows Community Farm**  
Photos provided

Celebrate the season of gratitude with fresh, locally grown produce and make a meaningful impact in your community by participating in Pitney Meadows Community Farm's "Harvest Box Program!" When you purchase a Harvest Box, you're not only bringing farm-fresh food to your own table, but you're also helping a neighbor in need of some extra help this season. Through our *Buy a Box, Give a Box* initiative, each purchase includes a matching donation of a box to a local family. This program ensures more people can enjoy the season's bounty, with every purchase doubling its impact.

Visit [secure.lglforms.com/form\\_engine/s/CZ-dL8vtLwYDpTcPWHFJqA?t=1759335450](https://secure.lglforms.com/form_engine/s/CZ-dL8vtLwYDpTcPWHFJqA?t=1759335450) to secure your box today!

"The harvest season is a time to gather, celebrate, and share," says Brooke McConnell, Executive Director of Pitney Meadows Community Farm. "By participating in this program, you're not only bringing fresh, local produce to your own table, but also helping a neighbor do the same. Together, we're building a community where everyone can celebrate with dignity and abundance."

### Our Mission and Commitment to Food Sovereignty

Founded in 2016, Pitney Meadows Community Farm's mission is to celebrate agricultural education, healthy food production, and recreation on 166 acres of preserved farmland in the heart of Saratoga Springs. We are committed to promoting food sovereignty by fostering agency and participation in our local food system, particularly for traditionally marginalized communities in Saratoga County. We prioritize efforts to ensure that everyone, especially those facing food insecurity or with limited access to nutritious food, has the knowledge, resources, and power to grow, choose, and share their own food. Current initiatives include produce and plant donations, culinary education, gardening support, Food as Medicine initiatives, volunteer engagement, program scholarships, and multi-tiered collaborations with local health and social service organizations.



As Daniel Williams, Assistant Farm Manager, Food Sovereignty Programs at Pitney Meadows, explains, "Our commitment to food sovereignty drives us to not only grow food sustainably, but to share the harvest in ways that foster agency and dignity within our local food system. Programs like this make it possible for more people to be part of the harvest."

### What's Inside the Harvest Box?

Each Harvest Box is filled with a bounty of fresh, seasonal produce grown right here at your Community Farm. When you purchase a box, you're not only nourishing your own table... you're also providing the same farm-fresh goodness to a local family in need this season.

- **Carrots:** good for roasting, soups, and snacking fresh
- **Winter squash:** good for baking, purees, and cozy fall stews
- **Potatoes:** good for mashing, roasting, or hearty soups
- **Sweet potatoes:** good for roasting, casseroles, and warming curries
- **Onions:** good for sautéing, soups, and flavoring just about everything
- **Garlic:** good for roasting whole, stir-fries, and sauces
- **Turnips:** good for mashing, roasting, and soups
- **Radicchio:** good for salads, grilling, and adding a touch of bitter balance

Harvest boxes can be picked up on November 15th, 2025, between 2-4 p.m. at Pitney Meadows Community Farm in the High Tunnel located at 223 West Ave. Saratoga Springs, NY 12866

### From Farm to Friend: Packing Day: November 15th

To make this program possible, Pitney Meadows is calling on volunteers to help pack the Harvest Boxes during the "From Farm to Friend: Packing Day" on Saturday, November 15th, from 12-2 p.m.. Community members are invited to volunteer with Pitney Meadows Community Farm in packing the boxes that will be shared with local families in need of some extra help this holiday season. Sign up to join us: [https://secure.lglforms.com/form\\_engine/s/7-nVE0Ej2FA3-tQsij\\_rcA?t=1759336535](https://secure.lglforms.com/form_engine/s/7-nVE0Ej2FA3-tQsij_rcA?t=1759336535)

"This program is about more than produce... It's about people," adds Brooke McConnell. "Every box shared, every hand that packs it, and every neighbor who receives it, creates a ripple of connection and care that strengthens our entire community." ■



# Winter FARMERS' MARKETS



## SARATOGA, WARREN & WASHINGTON COUNTIES

### Saratoga Winter Farmers' Market

Wilton Mall  
3065 NY-50, Saratoga Springs

**SCHEDULE:**

Saturdays, November – April  
9:30 AM – 1:30 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

### 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

### 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

### Cambridge Valley Farmers' Market (Winter)

The Old Firehouse,  
11 W. Main Street, Cambridge

**SCHEDULE:**

2nd & 4th Sundays,  
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10 AM – 1 PM

- FMNP Accepted: Yes





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# Saving Lives and



## Supporting Community in Queensbury

# IMMUNOTEK PLASMA



Interviewed by  
**Michael Nelson**

Photos provided

**W**hen most people think of medical innovation, their minds go to high-tech hospitals, pharmaceutical breakthroughs, or advanced surgical procedures. Rarely do they consider plasma donation centers tucked inside repurposed storefronts. Yet, in Queensbury, NY, Immunotek Plasma is quietly performing work that impacts not only the local community but also patients across the world.

Ben Ward, Center Director for Immunotek Plasma, relocated from Tennessee earlier this year to lead the Queensbury location. With nearly two decades of experience in the plasma industry, Ward has seen firsthand how critical plasma donations are to global healthcare and how local centers like Queensbury's make an outsized impact.

### What Immunotek Plasma Does

Plasma—the liquid portion of blood—is an irreplaceable resource. It contains vital proteins and antibodies that cannot be manufactured synthetically. Through a process called plasmapheresis, Immunotek safely collects plasma while returning donors' red cells, white cells, and platelets back to them.

The plasma collected in Queensbury doesn't stay here. Once donations are screened and frozen at extremely low temperatures, shipments are sent to fractionation plants, such as those operated by pharmaceutical company Grifols in North Carolina. There, plasma is separated into its essential proteins and transformed into life-saving therapies for patients with hemophilia, primary immune deficiencies, and other serious conditions. Plasma is also essential for producing vaccines.

"There's nothing synthetic out there that can replace plasma," Ward explained. "To treat one hemophilia patient for a year requires donations from about 1,200 donors."

### The Donation Experience

For donors, the process is straightforward. After presenting identification and undergoing a health screening, they spend 30–60 minutes comfortably reclining while plasma is drawn. Hydration is key; well-hydrated donors often complete the procedure faster and with fewer complications.

Donors can give plasma up to twice within a seven-day period, meaning many are able to contribute ten times a month. Compensation is offered for their time, often adding up to as much as \$800–\$900 a month for regular donors at maximum weight.

Ward emphasized that compensation is not for the plasma itself but for the donor's time and commitment. At the end of each visit, funds are loaded onto a prepaid Visa card, offering immediate access. Some donors treat this as supplemental income, using it for car payments, groceries, or even saving for vacations.

The donation process also comes with health benefits. Each donor's protein levels, blood pressure, and general vitals are regularly checked, giving them a built-in health monitor at no extra cost.



### Local Economic Impact

Beyond the medical necessity of plasma, Immunotek provides a significant economic boost to the region. The Queensbury facility employs 11 staff members, with plans to hire more. Ward noted that the company has already paid out more than a million dollars to local donors in a single year.

“That’s money going directly back into the community—groceries, bills, family expenses,” Ward said. “It’s substantial.”

The investment into the facility itself was also significant. Immunotek invested over \$5 million to remodel the space, which once housed an Aldi supermarket. Between construction, staffing, and donor compensation, the company has become a steady economic contributor in Warren County.

### Growing Awareness in the Northeast

While plasma donation is widely known in southern states, Ward has noticed less awareness in the Northeast. Many locals confuse plasma donation with blood donation or are simply unaware the center exists. “Down south, everyone knows about plasma,” Ward said. “Here, it’s new for a lot of people. Some folks don’t even know we’re open.”

Part of his mission is to raise awareness—explaining the difference between plasma and blood donation, clarifying who is eligible (typically healthy adults aged 18–65), and showing how donations directly help patients worldwide. Expanding operating hours beyond the current 7 a.m. to 2 p.m. window is also a priority, so more working people can participate.

### More Than a Business

Though Immunotek is a for-profit company, its impact extends far beyond its bottom line. Plasma donation sits at the intersection of community service and global healthcare. Donors are compensated, patients receive critical treatments, and the local economy benefits from both jobs and supplemental income streams.

Ward describes the work as rewarding, not only because of its medical importance but also because of the relationships built with donors. Many come in twice a week, creating a camaraderie reminiscent of a small-town gathering place. “It’s kind of like being a bartender,” he joked. “You see people regularly, hear about their lives, and build those connections.”

### A Global Reach with Local Roots

Immunotek operates 16 centers across 12 states, with its corporate headquarters in Southlake, Texas. The Queensbury location is one of the newest, marking just its second anniversary with a ribbon-cutting hosted by the Adirondack Regional Chamber of Commerce.

For Ward, leading this center is both a professional challenge and a personal mission. Having relocated from the Smoky Mountains to the Adirondacks, he sees parallels between the two regions: scenic, tight-knit communities that thrive on shared effort. His goal is simple but ambitious—to increase plasma donations, spread awareness, and help patients who depend on therapies that only plasma can provide.

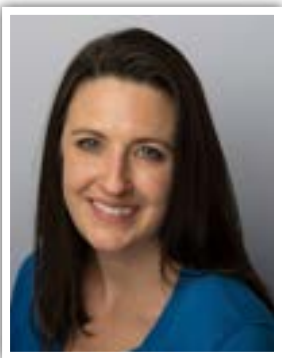
“There’s nothing more rewarding than knowing the plasma we collect here goes on to save lives,” Ward reflected. “And at the same time, we’re supporting families right here in Queensbury.”

### Conclusion

Immunotek Plasma in Queensbury is more than a donation center; it’s a hub where local generosity meets global need. The center provides supplemental income opportunities for residents, steady employment for staff, and life-saving plasma for patients around the world.

As Ward and his team continue to grow awareness and expand donor participation, the ripple effect of their work will be felt far beyond Quaker Road—stretching from small-town New York to hospitals and clinics across the globe. ■

# ARCC Celebrates Community, Collaboration & Achievements at Annual Business Awards Event



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

Photos provided

**T**he Adirondack Regional Chamber of Commerce (ARCC) Business Awards is a beloved community event that celebrates the outstanding businesses and organizations whose contributions strengthen our region. This annual ceremony is the culmination of months of hard work by a dedicated group of volunteers and ARCC staff. From the nomination process and in-depth interviews to the scoring and selection, the journey ensures that every nominee is recognized before the winners are announced at a beautiful breakfast celebration at The Queensbury Hotel in Glens Falls, NY. “Year after year, this event truly keeps getting better,” said Tricia Rogers, ARCC President. “I am astonished at the hard work being done in our region by these businesses and nonprofit organizations. Their commitment to cultivating a positive work environment that enhances employee satisfaction and retention shone through this year’s nominees. The ARCC was thrilled to be able to honor these 45 business nominees on their achievements.”



# • 2025 BUSINESS AWARDS WINNERS •

**Steven M. Sutton**  
**Small Business of the Year**  
**KINGPIN'S ALLEY**  
**FAMILY FUN CENTER**



**Steven M. Sutton Small Business of the Year: Kingpins Alley Family Fun Center** – A local entertainment destination with a strong commitment to giving back through hosting fundraisers and community donation drives.

**Large Business of the Year**  
**ADNET TECHNOLOGIES**



**Large Business of the Year: ADNET Technologies** – A top-ranked IT solutions provider with an 86–90% employee retention rate and a supportive “work from anywhere” culture that fosters productivity and employee satisfaction.

**Professional Business of the Year**  
**FITZGERALD MORRIS**  
**BAKER FIRTH, P.C.**



**Professional Business of the Year: FitzGerald Morris Baker Firth P.C.** – A regional law firm established in 1936 that provides a wide array of legal services. Guided by the motto “Power in Team,” their care and appreciation for staff shines through in the service they provide to clients.

**Large Nonprofit of the Year**  
**SILVER BAY YMCA**



**Large Nonprofit of the Year: Silver Bay YMCA** – More than a conference and family retreat center, this organization has provided over \$1.4 million in community benefits through its programs and services.

**Small Nonprofit of the Year**  
**THE HYDE COLLECTION**



**Small Nonprofit of the Year: The Hyde Collection** – While home to a world-class art collection, The Hyde also demonstrates a fierce commitment to making art education, community workshops, and hands-on activities accessible to all.

**Rookie Business of the Year**  
**SKIN RENAISSANCE STUDIO**



**Rookie Business of the Year: Skin Renaissance Studio** – In a fast-paced world, this studio offers a serene and welcoming environment with a wide range of restorative services.

**Community Champion**

**KIWANIS CLUB**  
**OF GLENS FALLS**



**Community Champion: Kiwanis Club of Glens Falls** – From rubber duck races to Christmas tree sales, bowling events, and chicken dinner fundraisers, this civic club has supported children and families locally and worldwide for 100 years. Its mission: building a better community—one child, one family, and one project at a time.



*The ARCC is proud to continue hosting this event, shining a spotlight on the incredible businesses and organizations that make a difference throughout our region. ■*

# Cultivating Positive Vibes at Kitch-A-Vibe



by **Sean Palladino**

Photos provided

**O**wner Diana Kloepfer, of Kitch-A-Vibe, is a hardworking, dedicated, and laid-back member of the Glens Falls community. She took over the charming building at 16 Exchange Street last year, after the beloved café Juicin' Jar—a downtown staple since 2014—closed its doors following ten years in business. As the city continues to grow and expand, Diana has carried the torch forward with Kitch-A-Vibe.

Opening its doors on Halloween 2024, the warmly decorated café serves coffee, tea, salads, sandwiches, and pastries, with plenty of options for guests who are gluten-free or have other food allergies. The rustic aesthetic—brick walls, cozy sofas, and curated artwork—invites visitors to relax and

connect amid the bustle of downtown. For the nostalgic, the back room features a VHS player connected to an old-school cathode-ray television. Thanks to the help of Manic Media owner Alexandra Fracchia, Diana has curated a wide collection of classic movies and shows for guests to enjoy.

But the space is more than just a café. Diana has cultivated a welcoming hub for community events. From Chuck Copenspire's bi-weekly open mic to Black Walnut Book's book club discussions, there's always something happening that sparks interest. The breakfast menu offers burritos, sandwiches (or "sandos"), and French toast, with additional Sunday brunch specials. Lunch is equally delightful, with creatively named dishes such as *Garden Goddess Ricotta Toast* and *Bean There Done That*.



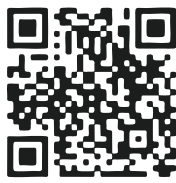
On her website, Diana fondly recalls “spending almost every Sunday of [her] childhood at Grandma Rocky’s for Sunday Supper.” Those family traditions became the foundation of her culinary journey. Inspired by her grandmother, Diana pursued trade school, graduating from Star Career Academy in 2013. After years of honing her craft in kitchens behind the scenes, she launched her first business, *The Aquarian Culinarian*, in 2021. With private catering events and artisan cakes, she quickly established her reputation in the regional food scene.

This Halloween, Kitch-A-Vibe will celebrate its one-year anniversary, and Diana and her team are already crafting plans for the big day. If you find yourself in downtown Glens Falls, stop by and soak up the positive energy of this inviting café. Open Wednesday through Sunday for breakfast and lunch—and often hosting special after-hours events promoted on social media—Kitch-A-Vibe truly lives up to its name. ■



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# Jane Fairchild

## Guiding Lives Through the Stars



Interviewed by  
**Michael Nelson**

Photos provided



When Jane Fairchild introduces herself, she does so with a twinkle of humor: “We’ve all heard of the man in the moon, but I thought, where’s the woman in the moon? I’ll be her.” That whimsical spirit encapsulates both her business name, *Woman in the Moon*, and her life’s work as an astrologer.

For Jane, astrology is far more than horoscopes in the Sunday paper. It’s an ancient system of insight and self-discovery that she has studied since she was a teenager, and one she now shares with clients around the world.

### From Teen Curiosity to Professional Calling

Jane’s journey into astrology began at just 13 years old. Initially a skeptic, she studied diligently, determined to disprove it. Yet, over time, her disbelief gave way to conviction. The more she learned, the more she realized astrology had a deep structure, a logic that illuminated both the challenges and strengths people carry through life.

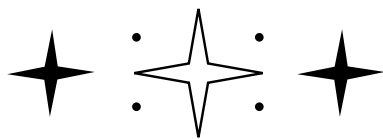
Though she pursued a successful career as a mortgage advisor for 25 years, Jane never stopped practicing astrology behind the scenes. She continued giving chart readings, speaking at events, and studying the stars. About a decade ago, encouraged by clients who insisted she had missed her true calling, she took the leap and dedicated herself full time to astrology. She has never looked back.

### Understanding the Birth Chart

At the heart of Jane’s work is the birth chart—a “snapshot of the heavens” at the exact date, time, and place of someone’s birth. This map includes the sun, moon, planets, and how they align in the zodiac’s twelve houses of life.

Jane describes the chart as a roadmap of cycles and themes, rather than a predictor of fate. “Astrology doesn’t tell you what will happen,” she explains. “It shows you the patterns you’re part of and the lessons you’re here to work on. We’re meant to be overcomers, and the chart highlights those opportunities.”

Many people, she notes, feel disconnected from their sun sign—the one most people know from daily horoscopes. That’s because the moon, Venus, Mars, and other planetary placements also shape personality and life patterns. Through her readings, Jane helps clients uncover these “lost parts” of themselves—strengths or tendencies that may have been overlooked or discouraged in their families or careers.



**Celebrating the Individual**

Jane’s approach is hopeful and affirming. Unlike some astrologers who lean into fear or doom-filled predictions, she emphasizes growth and empowerment. “There’s no shame and no blame,” she says. “Your bumps, bruises, and warts will show up in your chart—but that’s because you’re meant to work on them. It’s how we grow.”

Clients often tell her that her insights feel startlingly accurate. One woman in St. Louis, after a reading, exclaimed, “You know me better than my mother does!” That kind of reaction is not uncommon, Jane says. Astrology provides a lens for understanding recurring patterns, life lessons, and cycles of opportunity—things people often sense but can’t put into words.

**Services for Individuals and Groups**

Jane offers one-on-one chart readings, both in person and virtually via Zoom. Sessions typically last an hour to an hour and fifteen minutes, during which she provides a personalized interpretation of the client’s chart. She encourages clients to record the session or take notes, since the amount of detail can be overwhelming.

Beyond individual readings, Jane also works with groups and businesses. Companies sometimes hire her for team-building events, where she uses astrology to explore workplace dynamics in a fun, lighthearted way. These group sessions, whether with 8 or 28 participants, often spark laughter and camaraderie while also deepening understanding between colleagues.

She also conducts family readings, showing how different members’ charts interconnect. For example, she points out how one person’s “bumps” may fit another’s “holes,” creating family dynamics that explain long-standing roles or tensions.

**A Blend of Art, Science, and Spirit**

Astrology, Jane explains, is highly mathematical. Before the days of computers, astrologers relied on printed graphs and meticulous calculations to track planetary movements. Now, technology makes it easier, but the interpretation—the heart of the practice—still requires deep study and intuition.

She views her role as a translator of cosmic energy. “I’ll tell you what theme or cycle you’re in—whether it’s three days, three weeks, three months, or three years. I’m the subject-matter expert on astrology, but you’re the subject-matter expert on you. My job is to give you insight so you can give that cycle meaning.”

**How to Connect with Jane**

Jane welcomes new clients and makes it easy to reach her. She can be contacted through her website, AstrologicalBirthCharts.com, by phone at 518-641-2738, or by email at janeisoverthemoon@gmail.com. She is also active on Facebook and Instagram under “Woman in the Moon.”

Her clients span the globe, but she continues to work closely with her community in upstate New York. Whether she’s sitting across from someone in a café, leading a team workshop, or connecting over Zoom, Jane’s goal remains the same: to help people rediscover and celebrate the unique qualities written in the stars at the moment of their birth.

**A Guiding Light**

Astrology may not predict the future, but in Jane Fairchild’s hands, it becomes a compass—one that points people back to themselves. Through her warmth, humor, and deep knowledge, she empowers clients to embrace their individuality, navigate life’s lessons, and find hope in the cycles that connect us all. ■

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# Renee Salerno

## A Life of Movement, Wellness & Holistic Beauty



Interviewed by  
**Stephen Zabala**

Photos provided  
(unless noted)

**R**enee Salerno is a woman who embodies energy, curiosity, and resilience. She is an endurance athlete, mountain biker, yogi, skier, and entrepreneur who has built a business around her passion for health, wellness, and self-care. Through her company, NAMA Esthetics, she blends holistic skin care with movement practices like yoga, offering clients a comprehensive path to feeling and looking their best. Her journey weaves together athletics, personal growth, and entrepreneurship into a story of someone always pushing boundaries—both physical and professional.

### Early Roots in Movement

From an early age, Renee was drawn to movement and self-expression. She grew up dancing—taking tap and ballet classes as a child—not necessarily out of passion at first, but as a way for her parents to keep her engaged. Still, those early classes planted the seeds of body awareness and rhythm that would shape her later pursuits.

Running was her first true sport. She found joy in the meditative rhythm of putting one foot in front of the other, appreciating the clarity and freedom that came with distance running. That love of running eventually led her into cycling, and later, mountain biking. Though she admits to plenty of spills on the trails, she values the sport for its demand to stay fully present. “You’re in the zone, in that flow state,” she explained, reflecting on how the sport forces you to stay a step ahead, both mentally and physically.

Over time, Renee expanded her athletic endeavors into cross-country skiing, skate skiing, and even rock climbing. Each new sport humbled her and gave her the gift of being a beginner again. Whether she was gliding on snow or pedaling up steep inclines, Renee discovered that movement was more than just exercise—it was a way to connect with herself and with others.

## The Path to Yoga

Renee's yoga journey began as a way to cross-train for cycling. She entered her first hot yoga class intimidated but quickly became addicted. She pursued teacher training through Hot Yoga Saratoga, splitting her time between Saratoga Springs and Lake Placid in an intensive program that demanded discipline and resilience. Out of that experience, she found her own teaching style: playful, flowing, and infused with dance-like transitions.

Yoga became not only a physical practice but also a spiritual and emotional anchor. It helped her through pivotal moments in life, teaching her how to tune into her body and calm her mind. Over time, her approach evolved. Once a devotee of fiery hot yoga sessions, she now gravitates toward restorative practices that prioritize longevity and balance. Still, her classes often carry a creative, dance-inspired flair, making yoga accessible and enjoyable for those intimidated by rigid structures.

## Building NAMA Esthetics

Beyond her athleticism, Renee is a licensed esthetician and the owner of NAMA Esthetics, a business dedicated to holistic beauty and wellness. She describes skin care not as vanity, but as a vital part of overall health. "The skin is our largest organ," she often reminds clients, emphasizing the importance of nourishing it just as one would nourish the body with good food.

At NAMA Esthetics, Renee offers more than facials. Each appointment is both restorative and educational. Clients learn how to care for their skin, which products suit their needs, and how aging or lifestyle might affect their regimen. At the same time, they are treated to calming massages and therapies that soothe the nervous system. Her approach is about merging science, mindfulness, and self-care into a single experience.

But NAMA Esthetics is not limited to skin care. Renee integrates her yoga expertise into her offerings, leading private sessions, corporate classes, and even bachelorette party yoga flows. She works with beginners who want to build confidence before returning to studio classes, as well as with individuals recovering from injury. Her mission is to create safe, supportive spaces where people can reconnect with their bodies without fear or judgment.



© Dania Alyse Benmosche



## The Athlete's Mindset

Renee's background as an athlete deeply informs her approach to business and wellness. She understands the importance of balance—fueling the body with the right nutrients, training with variety, and resting when needed. She speaks passionately about endurance nutrition, experimenting with both traditional gels and whole foods (she once carried meatballs on a ride, to the surprise of her fellow cyclists). Her curiosity extends to how nootropics, adaptogens, and alternative fuels might enhance performance.

That same curiosity drives her entrepreneurial spirit. Just as she dives headfirst into new sports, she approaches business as a series of challenges to be embraced and learned from. Whether teaching a yoga class, guiding someone through skin care, or brainstorming new wellness products, Renee embodies the mindset of a lifelong student—always willing to adapt and grow.

## A Holistic Vision of Wellness

What sets Renee apart is her ability to merge her passions into a cohesive lifestyle and business. She doesn't see wellness as compartmentalized—fitness here, beauty there. Instead, she views it as a holistic practice where skin care, yoga, nutrition, and athletic pursuits all support one another.

For Renee, wellness is about empowerment: giving people tools to move with freedom, feel confident in their bodies, and care for themselves with intention. It's about making self-care approachable and enjoyable, whether through a restorative yoga session, a thoughtfully crafted facial, or simply encouraging someone to lace up their shoes and try something new.



## Looking Ahead

As Renee continues to grow NAMA Esthetics and expand her athletic pursuits, she remains committed to living fully and authentically. She is proof that wellness is not about perfection but about showing up, moving, learning, and caring for oneself in meaningful ways.

Her story is one of resilience, joy, and creativity—a reminder that health and beauty are not separate from how we live, but deeply intertwined. Whether she's on a bike trail, in a yoga studio, or in her esthetics practice, Renee Salerno inspires others to embrace movement, mindfulness, and self-care as essential parts of a vibrant life. ■



Interviewed by  
**Michael Nelson**

Photos provided

## How Catamount Consulting Champions the Growth Mindset

**I**n today's fast-moving, high-pressure world—whether in classrooms, locker rooms, or job sites—the ability to adapt, learn, and grow has never been more essential. Few people understand this better than Jason and Stacy Spector of Catamount Consulting, who are on a mission to bring growth mindset training to students, athletes, and the blue-collar workforce alike.

The Spectors' approach blends years of experience in education, athletics, and leadership coaching with a passion for helping individuals discover their potential. Their message is simple yet profound: success isn't just about talent or knowledge—it's about mindset.

### From Wrestling Mats to Mindset Coaching

Jason Spector's journey into mindset work began on the wrestling mat. A high school phys ed teacher and longtime wrestling coach, he credits his own transformation to the sport after a childhood marked by bullying and self-doubt. Wrestling not only toughened him physically but also taught him the mental endurance that would later shape his teaching and coaching philosophy.

"It's probably the most vulnerable experience a human being can have in competition," Jason explained. "You're out there in a singlet, one-on-one, with nowhere to hide. Losing means being controlled by someone your own age and size in front of everyone you know. But what you learn is that it's not about outcomes—it's about process, resilience, and the ability to keep going."

That process-based outlook became the cornerstone of his work. Today, Jason serves as a mindset coach in his school district, where he works one-on-one with students ranging from college-bound athletes to those with special needs. His role allows him to help young people develop confidence, composure, and tools for handling the pressures of modern life.

### Redefining What Mindset Means

When the term "mindset coaching" first surfaced, it was often dismissed as "woo-woo" or overly abstract. But as Jason and Stacy point out, times have changed. Once confined to the fringes of wellness conversations, mindset training is now supported by hard science and embraced by elite athletes, Fortune 500 companies, and everyday workers.

Jason is certified in "Mindset Mastery" under renowned performance coach Brian Cain, who has worked with MLB teams, UFC fighters, and Olympic athletes. Drawing on this background, Jason emphasizes practical tools: breathwork to reset under pressure, reframing negative self-talk, and focusing on controllable factors.

"99% of the most important competitions in life are mental," Jason said. "We spend so much time training the body or the technical skills, but what really dictates performance is what happens in the six inches between your ears."

## Translating Growth Mindset to the Trades

One of Catamount Consulting's most innovative applications of this work is in the blue-collar sector. Through workshops and leadership training, the Spectors help construction crews, miners, and other trades professionals navigate challenges that extend beyond physical skill.

In one striking example, the team worked with a company in Pennsylvania that specializes in sinking mine shafts—an incredibly demanding and dangerous job. The veteran workers often complained about younger employees who lacked basic skills or reliability. Rather than simply lament “kids these days,” Jason reframed the challenge: teach growth mindset principles to both new hires and seasoned veterans.

“You can't just say, ‘they don't get it,’” he explained. “You have to break things down into micro-steps, give clear, granular directions, and allow room for failure and feedback. That's how people learn.”

The Spectors often illustrate this with the image of a ladder. A ladder with rungs far apart makes climbing nearly impossible for a beginner. But add more rungs—small, incremental steps—and anyone can reach the top.

For employers, this means adjusting leadership styles: removing judgment, meeting workers where they are, and creating a sense of belonging. “Survival can be success,” Jason noted, recounting the story of one struggling wrestler who initially celebrated simply making it through a full match. Over time, that student grew into a winning athlete—not because he was told to be perfect, but because he was given reasons to persist, a sense of purpose, and small victories to build on.

## The Human Side of Leadership

At the heart of Catamount's message is a belief in the responsibility of leaders. Too often, business owners or veteran tradespeople blame younger workers for lacking motivation or common sense. But as Stacy points out, “What's common to one generation isn't common to the next.” Smartphones, different parenting styles, and shifts in education have all shaped how today's young people enter the workforce.

Rather than writing off new hires, leaders must understand the “why” behind their behavior. Many young workers lack the sense of belonging or esteem that Maslow's hierarchy of needs identifies as foundational. Without that, they may disengage. Leaders, then, must provide not just instructions but meaning—helping employees see their role as more than just a paycheck.

“When workers feel like they belong, when they understand their value, they'll show up differently,” Jason explained. “That's growth mindset at work—it's about building people up step by step, so they can grow into who they're capable of being.”



## Why Growth Mindset Matters Now

The conversation around mindset has shifted dramatically in recent years, particularly as mental health challenges like anxiety and depression have become more openly discussed. From Simone Biles stepping away from Olympic competition to high-level executives acknowledging burnout, the stigma around mental wellness has lessened.

For Jason and Stacy, this shift represents an opportunity: to integrate mindset coaching not just into sports or therapy, but into everyday work and life. Whether it's a high school student battling self-doubt, a welder struggling to stay focused on the job, or a business owner facing morale challenges, the tools of growth mindset apply universally.

“Everyone has a story,” Jason reflected. “Whether you've been bullied, doubted yourself, or just felt stuck, mindset is the key to moving forward. And once you learn that growth is a process, not a destination, the possibilities are endless.”

## Conclusion: A Call to Action for Leaders

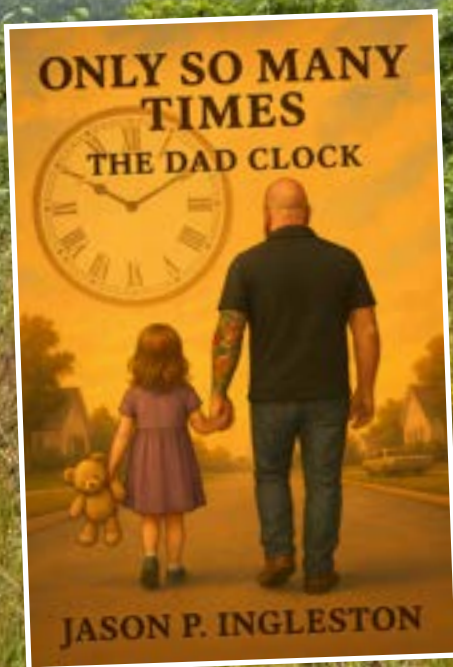
The work of Catamount Consulting underscores a powerful truth: organizations rise or fall on mindset. Technical skills matter, but without resilience, composure, and belonging, even the most talented workers can struggle.

For leaders in the trades and beyond, the challenge is to step up—to coach, to guide, and to foster growth. As the Spectors' stories reveal, the payoff is immense: stronger teams, more engaged employees, and individuals who discover not just how to do the work, but why it matters.

At a time when industries face labor shortages and cultural divides, Catamount's message is timely and vital. Growth mindset isn't just for athletes—it's for anyone willing to climb the ladder, rung by rung, toward their fullest potential.

*To learn more about their programs and philosophy, visit [catamountconsultingllc.com](http://catamountconsultingllc.com).* ■

# JAY ONLY SO MANY TIMES: THE DAD CLOCK INGLESTON



revisited his old material and discovered the possibilities of Kindle Direct Publishing (KDP).

Self-publishing offered him creative control without prohibitive upfront costs. From learning how to design his own covers to mastering the formatting quirks of KDP, Ingleston embraced the DIY ethic. Over time, the process became second nature, and he has since released multiple titles—two journals and three full books—each one sharpening his voice as an author.

### Writing with Vulnerability

If there is a common thread in Ingleston's catalog, it's vulnerability. His earliest publications leaned into stream-of-consciousness style, intentionally defying grammar conventions. His later works explored family stories, memory, and the tension between humor and grief. But with *Only So Many Times: The Dad Clock*, he brought that vulnerability to the forefront.

Publishing, he recalls, once felt like "running into a football field naked" where everyone could laugh, point, or criticize. Over time, however, his perspective shifted. Age and experience have dulled his concern for outside judgment. "This is me," he says. "If you don't like it, you don't have to read it." That sense of authenticity is what gives this book its resonance—Ingleston isn't trying to impress; he's trying to connect.

### The Heart of *Only So Many Times: The Dad Clock*

At its core, this book is about fleeting, ordinary moments that, in hindsight, prove to be extraordinary. The title itself conveys urgency: a reminder that fatherhood doesn't offer endless repeats of the same scenes. There are only so many bedtime stories, only so many snow days, only so many art projects taped to the refrigerator.



Interviewed by  
**Michael Nelson**

Photos provided

When Jay Ingleston sits down to write, he isn't just producing words on a page—he's capturing fragments of life that many of us let slip by unnoticed. His latest release, *Only So Many Times: The Dad Clock*, is a heartfelt meditation on fatherhood, childhood, and the finite nature of time. It's his fifth published book, and arguably his most personal to date, a project that left him so emotionally invested he admits he could not write or even read it aloud without tears.

### A Writer's Path: From Journals to Published Author

Ingleston's literary journey stretches back to the early 1990s, when he first filled notebooks with love letters, poems, and raw reflections on life. At the time, he was a teenager dealing with loss, family upheaval, and the search for meaning. Writing became both catharsis and creative outlet. "Back then, you don't really know how you cope with grief," he explained, reflecting on the passing of a cousin and his parents' separation. "I didn't realize until much later that I was working through it on paper".

Like many aspiring writers of that era, Ingleston dreamed of traditional publishing. He studied the thick Publisher's Market guides, sent submissions to literary agents, and held onto the hope of seeing his work on bookstore shelves. But the gatekeepers were silent, and life moved on. It wasn't until 2020—during the global pause of the COVID-19 pandemic—that he

The book is dedicated to his daughter, Sage, who appears both in its anecdotes and on its cover. One striking image shows her as a young girl holding a stuffed bear she’s cherished since birth, walking alongside her father. The visual, Ingleston explains, symbolizes the journey of moving through time together.

Inside the pages, readers encounter simple but profound reminders of how quickly childhood slips away:

- “Only so many trips to the playground.”
- “Only so many birthday candles.”
- “Only so many times they laugh at your dad jokes.”

These lines read almost like incantations, urging parents to savor the now because one day it will be the last. For Ingleston, writing them was not an abstract exercise but an act of emotional reckoning. “I couldn’t write this book without crying,” he admits. Even in public readings, he struggles to make it through without breaking down.

**Family Stories and Broader Projects**

While *Only So Many Times: The Dad Clock* captures his present as a father, Ingleston has also mined his family’s past for inspiration. One forthcoming project reimagines the adventures of his late grandfather, Paul, who spent decades working as a tugboat engineer on the New York canals. Ingleston is recasting him as a storytelling sea otter—an imaginative tribute that mixes truth, folklore, and whimsical illustration.

These stories, often humorous, reflect Ingleston’s broader mission: preserving the fleeting. Whether recounting his grandfather’s improbable hover-round rides down steep hills or the innocent messiness of raising a daughter, Ingleston reminds readers that memory is both fragile and precious.

**The Challenges and Triumphs of Self-Publishing**

Like many independent authors, Ingleston has faced his share of frustrations with KDP. He has battled formatting errors, mysterious delays, and the quirks of producing hardcover editions. Yet he remains a vocal supporter of the platform. It has allowed him to bypass industry barriers, share his work directly with readers, and even experiment with AI tools for proofreading.

For him, publishing is not just about sales numbers—it’s about legacy. He sells most of his books through Kindle or by hand to friends and local supporters. Each copy represents another chance to touch someone’s life with words he once kept private.


**Why Only So Many Times: The Dad Clock Matters**

What makes this book stand out among Ingleston’s works is not just its emotional depth but its universality. Though it springs from one man’s relationship with his daughter, it resonates with anyone who has ever felt time slipping through their fingers. Parents, grandparents, even adult children will find echoes of their own lives in its pages.

By framing these moments as finite—“only so many times”—Ingleston reframes the ordinary as sacred. A trip to the movies or a laugh at a silly joke becomes something to treasure, not dismiss. In a culture obsessed with productivity and rushing toward the next milestone, his book serves as a gentle but powerful reminder: slow down, notice, and cherish what’s here.

**Conclusion**

Jay Ingleston’s journey from handwritten poems in school notebooks to publishing his fifth book is as much a story of persistence as it is of creativity. *Only So Many Times: The Dad Clock* marks a culmination of his growth as a writer—technically, emotionally, and personally. It is a book born from tears, love, and the recognition that parenthood is measured not in years, but in moments.

For Ingleston, those moments may be fleeting, but through his writing, he has ensured they will never be forgotten. Readers can purchase their copy of *Only So Many Times: The Dad Clock* on Amazon at this link. 



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# Keys to Growth & Scalability



Interviewed by  
**Michael Nelson**

Photos provided



## Lessons from Joe Cerrone of Cerrone Plumbing, Heating & Air Conditioning

**W**hen Joe Cerrone returned to his family business in Queensbury, New York, over a decade ago, Cerrone Plumbing, Heating & Air Conditioning was a modest three-person operation with a single van. Today, it's a thriving company of 30 employees and a fleet of 23 service vehicles. The road from small shop to regional player wasn't easy, but Cerrone's approach offers a blueprint for growth in the trades. His story underscores the importance of patience, organization, investment in people, and the courage to adapt.

### Building from the Ground Up

Cerrone's journey began in the trenches. Having worked as an installer, service technician, and dispatcher—sometimes even dispatching to himself—he experienced firsthand the daily demands of the trade. This deep involvement gave him a unique perspective: he wasn't just running a business; he knew every role inside it.

That foundation became critical to his leadership. "I've been in every position in this company," Cerrone explained. "When you understand the work, you can make better decisions about what the business needs next." His early years proved that controlled, sustainable growth required both technical skill and operational foresight.

### Scaling Through Strategic Investment

One of the first turning points for Cerrone was deciding to purchase a second van. To most, it might seem like a small step, but for a small shop, it was a leap of faith. The expense of vehicles, insurance, equipment, and stock was daunting. But Cerrone recognized that the calls were coming in, and customers needed timely service. Investing in that second van enabled him to capture more business while laying the groundwork for future expansion.

Over time, adding vans became routine. Yet Cerrone didn't grow recklessly—he adapted only when the workload demanded it. His guiding question became: Is this what's best for the company? This mindset allowed him to balance risk with opportunity, ensuring that each investment in equipment or staff generated real value.

### Recognizing the Need for Office Support

While adding service vehicles was directly tied to revenue, Cerrone faced a harder lesson: growth required administrative support too. For years, the business operated out of his father's house and even storage units. But as the workload multiplied, it became clear that field staff couldn't manage customer calls, scheduling, and invoicing alone.

Hiring office staff, however, was a mental hurdle. "A van brings in money. Office staff is just overhead," Cerrone admitted. Yet the tipping point came when customer service began to suffer. He realized that without someone managing phones, scheduling, and paperwork, the company couldn't sustain its reputation.

Looking back, Cerrone wishes he had made the move earlier. That decision—eventually building a dedicated office team, now six people strong—became one of the company's most important investments. It freed technicians to focus on service while ensuring customers received timely communication.



### Delegation: The Hardest Lesson

For many tradespeople turned business owners, letting go of control is the hardest step. Cerrone openly acknowledges this. “Delegating is a skill you learn through trial and error,” he said. Like many in his position, he wanted to do everything—service calls, installations, sales, and office management.

But growth forced his hand. He learned to assign responsibility and trust his team. Today, he has an install manager who oversees major projects, office staff who keep workflows moving, and technicians who handle service calls independently. Cerrone remains engaged, but he no longer tries to be everywhere at once.

His advice: train employees thoroughly, set clear expectations, and check in without micromanaging. Empowered employees not only reduce the owner’s stress but also strengthen customer confidence.

### Training from Scratch and Building Loyalty

Hiring in the trades has always been difficult, and Cerrone’s region is no exception. Rather than waiting for experienced candidates to appear, he chose to train many employees from scratch. Some came through programs at BOCES or Hudson Valley Community College; others started with no experience.

The payoff has been long-term retention. Many who began as helpers grew into lead installers or service technicians. “It’s awesome to see guys who started with us years ago now leading projects,” Cerrone reflected. By investing in training, the company not only secured skilled labor but also built loyalty—a key factor in reducing turnover in a competitive industry.

### Technology as a Force Multiplier

Cerrone also embraced technology as a way to scale efficiently. In the early days, he tracked everything on Excel and Word templates. As the customer base grew, this became unmanageable. Transitioning to specialized service software was expensive and time-consuming, but it quickly proved essential.

The software streamlined scheduling, invoicing, reporting, and even inventory management. With real-time data, the company could track technician performance, manage costs, and improve customer service. When the old system couldn’t keep up with the company’s size, Cerrone invested in a new platform that offered advanced reporting, job costing, and automated inventory replenishment.

Switching systems wasn’t easy—it required patience, training, and hands-on leadership—but it ensured the company could continue to grow without bottlenecks.

### Organization and Prioritization

Cerrone credits much of his success to simple organization. He keeps daily task lists, long-term project lists, and clear workflows for staff. His philosophy is that nothing should “fall through the cracks.” Whether written on notepads or tracked digitally, the discipline of documenting and prioritizing tasks ensures that the business keeps moving forward, even amid daily chaos.

He also stresses patience. Scaling a business doesn’t happen overnight. Each new hire, van, or software system comes with growing pains. The key is to stay organized, make decisions with the company’s long-term health in mind, and take one priority at a time.

### Looking Ahead:

#### Residential Growth and Market Expansion

While Cerrone Plumbing, Heating & Air Conditioning has deep roots in new construction, Joe’s current focus is expanding residential service. He sees opportunity in the Saratoga region, where the company has yet to fully establish a presence. Growing the customer database and increasing recurring residential work will help stabilize revenue and reduce reliance on cyclical construction projects.

For Cerrone, the ultimate goal is to build a company that runs smoothly without his constant involvement. “I want to work on the company, not in it,” he explained. By creating systems, empowering employees, and strengthening the customer base, he’s positioning the business for sustainable growth beyond his direct oversight.

### Final Advice: Patience and Organization

When asked for one piece of advice on scaling a business in the trades, Cerrone kept it simple: “Have patience and be organized.” These two qualities, he believes, are the foundation of sustainable growth. Without patience, owners risk rushing into decisions that outpace resources. Without organization, the daily demands of the business quickly overwhelm.

Cerrone’s story demonstrates that success in the trades isn’t about shortcuts or luck. It’s about making deliberate investments in people, processes, and systems—and having the perseverance to see them through. ■



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#2

★★★★★

4.6 Great

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#3

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4.9 Excellent

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- ✓ **Licensed, insured, and woman-owned since 2016**
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#4

★★★★★

4.8 Excellent

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#5

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#2

★★★★★

4.7 Great



- ✓ **Family-owned since 1969, based in Saratoga Springs.**
- ✓ **Voted Best Real Estate Company 18 years running.**
- ✓ **Offers free moving truck for clients.**
- ✓ **Expertise in residential, commercial, and rentals.**

#3

★★★★★

4.8 Excellent



- ✓ **Over 30 years' experience, 5,000+ properties sold**
- ✓ **Specializes in residential, commercial, and investment properties**
- ✓ **Keller Williams affiliation for global market access**
- ✓ **Highly responsive with dedicated operations support**

#4

★★★★★

5.0 Excellent



- ✓ **Veteran-owned with nearly 30 years' experience**
- ✓ **Ranked in the top 10% of agents in the Capital District for five years**
- ✓ **Provides custom home evaluation reports**
- ✓ **Offers stunning listings and personalized support**

#5

★★★★

3.8 Good



- ✓ **Specializes in luxury properties in Saratoga Springs.**
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# The Risks of DIY Estate Planning



## PROFESSIONAL GUIDANCE MATTERS

by Herzog Law Firm

With the growing accessibility and sophistication of artificial intelligence and online legal services, advertisements encouraging people to create their own estate planning documents through platforms such as Trust & Will, LegalZoom, and others have become increasingly common. While these ads help raise awareness about the importance of planning ahead, including having documents like a Last Will and Testament, Power of Attorney, and Health Care Proxy, I strongly recommend consulting an experienced estate planning attorney before attempting to prepare these complex legal documents on your own. Doing so without proper guidance can easily result in invalid or incomplete documents and a host of unintended consequences.

Over the course of my career, I have seen firsthand how poorly drafted “do-it-yourself” (DIY) legal documents can create major problems for families. The financial and emotional costs of fixing these mistakes often far exceed what it would have cost to hire an attorney in the first place. From my discussions with clients who have tried DIY estate planning, three recurring themes tend to emerge: **cost, convenience, and incorrect or incomplete information.** Let’s take a closer look at each.

### COST

Many online legal services attract users with low prices and promises of quick results. These platforms generally rely on a “one size fits all” model that cannot account for the unique details of each person’s situation. Some services attempt to tailor documents by asking a series of standardized questions, but this cannot replace a personal conversation with an experienced attorney who knows what follow-up questions to ask.

During my own consultations for example, I often hear clients say, “I never thought of that!” after discussing scenarios they hadn’t considered. Estate planning isn’t just about filling in blanks, it is about understanding your life circumstances and planning for the unexpected.

Because every client’s situation is different, it is impossible to apply a uniform price or template. For example, a single individual with several significant investment accounts and multiple real estate properties will have very different estate planning needs than a married couple with children, one home, and modest savings.

While a \$100 “instant” Last Will and Testament might sound appealing, it can easily create serious problems later. Imagine your family, already grieving your loss, being forced to untangle an incomplete or invalid Will. Or consider a scenario where you become incapacitated, and your Power of Attorney document doesn’t grant sufficient authority for your appointed agent to handle your necessary affairs, now requiring your loved ones to petition a Court for legal guardianship, a costly, stressful, and time-consuming process. Working with an attorney from the start can prevent these outcomes and provide peace of mind. In addition, the cost to have an experienced attorney prepare the appropriate estate planning documents is often not as significantly more expensive than the DIY process as many may think.

## CONVENIENCE

It's easy to understand the appeal of creating legal documents from the comfort of home, especially for those who feel uneasy about visiting a law office. However, many attorneys, including those at Herzog Law Firm, now offer virtual consultations and document review options. Modern technology allows you to plan your estate efficiently and safely without sacrificing quality or accuracy.

Our office, for example, offers free initial consultations by phone, video conference, or in person, including home visits for those in need. This gives clients the opportunity to ask questions and receive professional legal advice tailored to their needs—without any pressure or obligation. We can provide electronic drafts for review. In other words, you can still enjoy the convenience of modern technology while ensuring your documents are prepared correctly by qualified professionals.

## INCORRECT OR INCOMPLETE INFORMATION

The internet is full of legal information, but much of it is inaccurate, outdated, or simply doesn't apply to your personal circumstances. Laws vary by state and frequently change, so using the wrong information or misinterpreting information can have serious consequences. DIY estate planning sites may not address important contingencies or explain the differences between similar-sounding legal documents.

For example, a quick search of popular DIY legal sites resulted in the same type of document labeled with different names, advertised for different reasons. Without the guidance of a trained professional, it's easy to choose the wrong document or overlook critical details.

Unlike DIY services, licensed attorneys are bound by professional and ethical standards to provide accurate, state-specific legal advice. Our licenses, professional reputation, and our clients' trust depend on it. When it comes to estate planning, the old saying holds true: **you get what you pay for.**

## THE BOTTOM LINE

While creating an estate plan does require you to consider unpleasant topics, procrastination can lead to hasty and impulsive decision making or worse, being too late to competently and legally state your intent. A carefully prepared plan ensures your wishes are honored and your loved ones are protected.

The peace of mind that comes with knowing your affairs are in order is invaluable. Before you are tempted by low-cost, generic online services, take the time to speak with a qualified attorney who can create a plan designed specifically for you. Many firms, like the Herzog Law Firm, offer a free initial consultation.

For something as important as your future care and legacy, do yourself and your family a favor and consult with the experienced estate planning attorneys like those at Herzog Law Firm. The time to plan is now. ■

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# TRANSWORLD

## Business Advisors of Albany



Stephen Tomb

### Helping Local Businesses Transition, Grow, and Thrive



Interviewed by  
Michael Nelson  
Photo provided

For many small business owners, the journey of entrepreneurship is all-consuming. From the early days of building a brand to the long grind of day-to-day operations, the focus is often entirely on growth and survival. What frequently gets overlooked is what comes next: how to transition, exit, or sell a business when the time is right. This is where **Stephen Tomb and Shawn Pepe of Transworld Business Advisors of Albany** step in, offering expertise, guidance, and hope to entrepreneurs navigating one of the most important financial and emotional decisions of their lives.

#### From Business Owners to Business Brokers

Both Tomb and Pepe bring personal entrepreneurial and corporate experience to their work. Stephen Tomb previously owned a pedal cab company in Lake George, where he experienced firsthand the challenges of exiting a small business without proper guidance. That experience fueled his desire to help others avoid the pitfalls he faced. When Shawn Pepe approached him with the idea of joining Transworld, Tomb jumped at the opportunity, drawn by the mission of educating and assisting business owners in their exit strategies.

Pepe, for his part, has a long background in both corporate management and real estate. He worked in Fortune 100

companies overseeing large teams and systems, while also gaining experience as a real estate broker. Over time, he recognized a consistent problem: small business owners attempting to sell on their own rarely maximized the true value of their companies. They often prioritized tangible assets like real estate over the intangible yet vital elements—brand reputation, customer base, operating systems—that ultimately make a business valuable to buyers. This realization led Pepe to the world of business brokerage, where he saw an opportunity to bridge that gap and better serve entrepreneurs.

#### Why Transworld?

Transworld Business Advisors is no small player in the industry. With more than 40 years of experience, over 1,000 agents, and operations in 18 countries, the franchise has become the largest business brokerage network in the world. In fact, Transworld accounts for roughly 50% of all listings on BizBuySell, one of the most popular marketplaces for buying and selling businesses. For Tomb and Pepe, investing in the Albany franchise provided instant access to a proven system, powerful training resources, and a global network of expertise—all tools that allow them to focus on serving the Capital Region's business community rather than reinventing the wheel.

**The Local Mission: Preserving Community Businesses**

What sets the Albany office apart is the team’s local mission. Tomb and Pepe are not focused on billion-dollar mergers. Their clients are the lifeblood of the regional economy—“mom-and-pop, Main Street companies” typically valued under \$5 million. In fact, as they point out, nearly 80% of businesses nationwide fall under the \$1 million mark. These are the restaurants, service providers, shops, and family-run enterprises that shape local communities.

One of their core goals is to keep these businesses from closing when owners are ready to retire or move on. As Tomb explained, whenever a business sells in the Adirondacks, he celebrates—not just for the owner, but for the community that gets to keep its jobs, services, and identity intact. With the looming “silver tsunami” of baby boomer retirements, an estimated \$11 trillion in small business value is expected to transfer over the next decade. Without proper planning, many of these businesses risk simply shutting their doors. Transworld’s role is to connect sellers with qualified buyers who can continue to grow what others have built.

**Guiding Owners Through the Exit Process**

Selling a business is far from simple. Many owners assume they can sell in a matter of months, only to discover it requires years of preparation. Pepe and Tomb stress the importance of creating a “runway” of two to three years before selling. This allows time to clean up financials, establish standard operating procedures, and put proper systems in place—steps that make the business more attractive and valuable to buyers.

The advisors also provide valuations, a service that helps owners understand the true worth of their company. For a fee of around \$4,000 to \$5,000, they analyze tax returns, revenue, expenses, and industry benchmarks. Beyond the number itself, the valuation process reveals where a business is strong and

where it can improve, giving owners actionable insights whether they plan to sell immediately or years down the road.

Confidentiality is another cornerstone of their work. Business owners often fear that if word gets out their company is for sale, employees, customers, and competitors could react negatively. Transworld safeguards that trust by ensuring financial details are never broadcast publicly and by carefully vetting potential buyers before making connections.

**Beyond Selling: Problem Solvers for Entrepreneurs**

Importantly, Tomb and Pepe don’t just help sell businesses. They see themselves as problem solvers for entrepreneurs at any stage. Sometimes, selling isn’t the right move. For certain clients, franchising may be a better way to grow. For others, restructuring or documenting internal processes may increase both value and peace of mind. The Albany team leverages Transworld’s global network to provide resources, answer unusual questions, and ensure their clients make the best possible decisions.

**A Lasting Impact on the Capital Region**

In every case, their work has ripple effects across the Capital Region economy. By keeping businesses open, facilitating smooth transitions, and empowering entrepreneurs to realize the full value of their hard work, Transworld Business Advisors of Albany is strengthening the small-business backbone of Upstate New York.

For Tomb and Pepe, it’s more than transactions. It’s about protecting legacies, preserving local jobs, and ensuring that the businesses that define our communities don’t simply disappear when owners move on. “We genuinely feel like we’re actually helping people who deserve help the most,” they said. “They’re working every day, building something they’re proud of, and we want to make sure that effort pays off.” ■

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# Building Better Businesses Through Process

## A Conversation with Paul Graver of Exsetis

In the world of small and mid-sized businesses, success often depends less on vision and more on execution. Paul Graver, founder of Exsetis, a process improvement and quality systems consulting firm, has built his career on helping companies move beyond chaos and build sustainable systems for growth. With more than three decades of experience in manufacturing—much of it in the paper industry—Graver brings a practical, hands-on approach to business improvement.



Interviewed by  
**Michael Nelson**  
Photos provided

### From Manufacturing to Consulting

Graver's professional journey began in the paper mills of upstate New York. He cut his teeth at International Paper in Corinth before moving on to other mills, eventually spending two decades with Mohawk in Cohoes, New York. Over the years, he mastered not only the technical side of paper production but also the critical importance of process. Whether producing white stock or deep-colored specialty papers, every adjustment required precise systems to maintain efficiency and quality.

That background provided the foundation for Exsetis. Today, Graver applies the discipline of manufacturing to help businesses of all sizes—whether they make physical products or deliver services—clarify their processes and build structures that last.

### Why Process Matters

"Without process, you have chaos," Graver explains. Many entrepreneurs start with passion and vision, which is essential. But without a roadmap for how tasks are performed, who communicates with whom, and how results are measured, businesses quickly get bogged down. Shipments are missed, employees become frustrated, and leaders find themselves dragged into daily "Hey Mike" scenarios—named after the constant interruptions he once experienced as a bar owner,

where staff continually asked, "Hey Mike, what do I do now?" Process, he says, is the antidote. Documented systems empower employees, reduce reliance on the owner's memory, and create a backbone to withstand the unpredictable challenges of real-world operations.

### The Exsetis Approach

Graver's consulting doesn't start with lofty mission statements or abstract strategy. Instead, he works from the ground up, mapping out how work actually gets done.

"We'll sit in a room, grab an empty wall, and put up colored Post-it notes," he says. "That's your process. You can move them around, add scenarios, and build out different pathways for what happens when things don't go perfectly."

From there, he helps clients overlay reality onto the "ideal world" process, identifying where redundancies, gaps, or bottlenecks occur. Importantly, these living documents evolve into training tools, quality checks, and systems for measurement.

Measurement is central to his philosophy. "In order to grow something, you have to be able to measure it. And in order to measure it, you have to track it," Graver emphasizes. Whether it's turnaround time for a service business or defect rates in manufacturing, the right key performance indicators (KPIs) help leaders make informed decisions, improve efficiency, and ultimately boost profitability.



### Keeping It Simple—and Sticky

One of the pitfalls he often sees is overcomplication. Processes that become long, wordy manuals tend to be ignored. “It has to be a useful tool, or it won’t be used,” he notes. Instead, Graver encourages simplicity: bullet points, visuals, and summaries that employees can easily absorb.

Equally important, processes must align with the culture—or “personality”—of the business. Every small business has its own rhythm, shaped by the owner’s style and the team’s interactions. What works in one environment might flop in another. Exsetis helps companies build systems that are tailored, flexible, and adaptive.

### Adapting for the Future

Technology has transformed the landscape since Graver first entered the workforce. In manufacturing, sensors and automated reporting have replaced manual checks, providing leaders with real-time data to make better decisions. Today, artificial intelligence is beginning to play a similar role, offering new tools for analysis and idea generation.

Still, he cautions against rigidity. While some industries, like medical device manufacturing, require strict compliance, most businesses benefit from leaving room for creativity and innovation. “Don’t let the process own you,” Graver says. “Own your process. Leave space for people to improve it, adapt it, and make it better.”

### Beyond Manufacturing

Although Graver’s heart is rooted in manufacturing, his consulting extends far beyond it. He’s able to work with law firms, service providers, and other non-manufacturing companies. Regardless of industry, the principles remain the same: clearly defined processes lead to better outcomes, happier employees, and healthier bottom lines.

Interestingly, he differentiates between business plans and processes. A business plan, he points out, might secure funding, but

it doesn’t explain how day-to-day operations will function. Processes, on the other hand, determine whether a company can actually deliver on its promises.

### A Message for Business Owners

For Graver, the takeaway is simple: start somewhere. Processes don’t need to be perfect at the outset. In fact, they shouldn’t be. They should evolve with the business, improving over time as new challenges and technologies emerge.

“Progress, not perfection,” he advises. Even basic outlines can empower teams, reduce chaos, and free leaders to focus on growth instead of firefighting.

### Conclusion

Paul Graver’s work through Exsetis embodies a truth that many business owners overlook: vision inspires, but process sustains. By drawing on decades in manufacturing and a practical, hands-on approach, he helps companies transform their operations from reactive and chaotic to structured and scalable.

In an era where technology evolves rapidly and business landscapes shift overnight, Graver’s message is clear: success doesn’t come from guessing or improvising. It comes from building a strong foundation of process—one that allows people, products, and profits to thrive. ■

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# GREENWOOD HOFF WEALTH MANAGEMENT

# OCTOBER MARKET OUTLOOK

## *When the Witching Hour Strikes*



by Greenwood Hoff Wealth Management of Cetera Investors

**As October settles in** and the nights grow longer, the markets have taken on an eerily familiar tone, volatility rising, uncertainty brewing, and investors bracing for what might emerge from the shadows. Between a government shutdown and renewed U.S.–China trade tensions, the financial landscape has grown more unpredictable. Yet, like any good Halloween story, there’s more beneath the surface, and not all of it is meant to spook.

This month, we explore the key forces shaping markets, what they mean for investors, and how to keep your portfolio “spell-proof” when the witching hour of volatility strikes.

### The Government Shuts Down, Again

For the first time in nearly seven years, the federal government has entered a partial shutdown. The immediate effects are being felt across federal operations, from furloughed workers to the delayed release of crucial economic data like the September payroll report. What’s less clear is how long the standoff will last and how deep its effects will run.

At its core, the shutdown stems from another budget impasse in Washington. Lawmakers failed to reach a deal ahead of the new fiscal year, with partisan divides emerging over healthcare funding and expiring Affordable Care Act subsidies. Neither side wants to shoulder the blame for stalled paychecks or shuttered services, yet the stalemate continues.

From a market standpoint, the real question is duration. According to Bespoke Investment Group, each week of a government shutdown trims roughly 0.1% off GDP growth. That might sound manageable in the short run, but prolonged paralysis could begin to dent consumer and business confidence, especially with the Federal Reserve’s next policy decision approaching in late October.

So far, markets have taken the news in stride. History shows why: over the past 20 shutdowns since 1976, the long-term market impact has been muted. Even during the record 35-day shutdown of 2018–2019, the S&P 500 rose. The disruption tends to reverse quickly once funding resumes, making patience and perspective the best defense.

Still, investors should expect short-term volatility. The absence of timely economic data leaves the Fed and the markets flying somewhat blind. Futures markets are still pricing in a potential rate cut this month, but policymakers may choose to pause if the data blackout clouds their view of inflation and labor trends.

The bottom line: while government shutdowns are messy and inconvenient, they rarely derail long-term growth or corporate profitability. For disciplined investors, these moments of uncertainty often create opportunity.



### Trade Tensions Return to the Stage

As if the shutdown weren’t enough to stir anxiety, renewed trade tensions between the U.S. and China have resurfaced, casting another spell of volatility over global markets. Tariff talk, retaliatory threats, and geopolitical posturing have reignited fears of disrupted supply chains and weakened global growth.

The result: a choppy start to the month. The S&P 500, which recently hit a record high of 6,735, fell sharply toward its 50-day moving average. A break below that level could bring its 200-day moving average into play, roughly 10% below current levels. In technical terms, that would mark a “correction,” but we see it as a healthy, even necessary, reset within an ongoing bull market rather than the start of a prolonged downturn.

Behind the scenes, investors are dealing with another complication, the lack of fresh economic data due to the shutdown. Without that information, attention has shifted squarely to corporate earnings season. Early estimates from FactSet project third-quarter earnings growth of about 8% for the S&P 500, with 2026 earnings-per-share expected to grow more than 13%. If companies can deliver, or at least hold the line, markets may stabilize sooner than expected.

It’s worth noting that fundamentals remain supportive. The economy continues to grow above expectations, the Fed has begun cutting rates to extend the expansion, and consumer balance sheets remain healthy. Meanwhile, investors are sitting on record levels of cash in money markets, more than \$6 trillion, providing ample liquidity once valuations become more attractive. In other words, there’s plenty of “dry powder” waiting to be deployed.

## The Broader Picture: Volatility Creates Opportunity

It's easy to let fear creep in when markets wobble. But history tells a different story, one where volatility often precedes opportunity.

Despite the near-term noise, the fundamental backdrop remains strong. Corporate earnings, labor markets, and consumer spending continue to underpin growth. Valuations are elevated, yes, but not unsustainably so when viewed against still-solid earnings forecasts. For long-term investors, pullbacks like the one we've seen this month can serve as valuable entry points to rebalance portfolios and realign with long-term objectives.

That said, market breadth has weakened in recent months. A handful of mega-cap technology names have shouldered most of the market's gains, leaving the broader index more vulnerable to a correction if leadership falters. This is why diversification, across sectors, asset classes, and geographies, remains essential. Just as witches rely on multiple ingredients for their potions, investors benefit from blending the right mix of assets to keep their portfolios resilient.

### Brewing a Portfolio for the Witching Hour

Every October, as Halloween draws near, we're reminded that the scariest stories often involve what we can't see. The same is true in investing. Unseen risks, concentration in a few stocks, drifting allocations, or overexposure to a single sector, can haunt even the most seasoned investors.

To guard against such surprises, we recommend revisiting five key "ingredients" for a balanced, long-term portfolio:

#### 1. Know Your Fear Factor

Every investor has a different tolerance for volatility. Understanding your personal "fear factor" helps ensure your investment mix aligns with your comfort level. A portfolio that's too aggressive can lead to sleepless nights, while one that's too conservative may fall short of long-term goals.

#### 2. Recalibrate Regularly

Like a broomstick that drifts off course, portfolios can veer from their intended risk level when left unchecked. Strong stock performance over the past year may have pushed allocations higher than intended. Rebalancing restores the right balance between risk and return.

#### 3. Peer into the Crystal Ball

Look beneath the surface of your equity exposure. Are you concentrated in a handful of names or sectors? Are you globally diversified? A broader mix of stocks across regions and market caps can help shield you from downturns in any one area.

#### 4. Strengthen Your Defense with Bonds

Bonds may not offer the thrill of equities, but they play a crucial defensive role. High-quality fixed income adds stability and income potential, especially during periods of stock market turbulence.

#### 5. Add a Dash of Alternatives

Alternatives such as real estate, commodities, and managed futures can smooth returns and reduce volatility. Like adding a secret ingredient to a recipe, they help enhance diversification when traditional markets turn volatile.

By combining these elements, investors can brew a portfolio built for all seasons, not just the sunny ones.



### Looking Ahead: A Cautious but Optimistic Path

The coming weeks will likely bring more twists and turns as negotiations in Washington continue and global trade headlines evolve. Markets may remain volatile, but we see this as a period of recalibration, not reversal.

The U.S. economy remains fundamentally healthy, supported by strong employment, resilient consumers, and manageable inflation trends. Corporate profits are poised for renewed growth heading into 2026, and the Fed has room to adapt policy as conditions evolve.

In times like these, the best course isn't to panic or make rash changes, it's to stay grounded. The history of the markets is full of "scary moments" that later proved to be fleeting. Whether it's a government shutdown, trade dispute, or geopolitical headline, disciplined investors who remain focused on their long-term plan tend to come out ahead.

### Final Thoughts: Keep Calm and Fly Steady

October has long carried an air of superstition on Wall Street. "Black Monday" in 1987, the dot-com bust in 2000, and the financial crisis of 2008 all left their mark on this month's lore. But just as often, October also marks a turning point, where markets shake off their fears and begin to recover.

So as the witching hour of market volatility approaches, remember, fear is temporary, but fundamentals endure. Keep your broomstick steady, your portfolio balanced, and your long-term goals in focus. When uncertainty brews, diversification, not divination, is your best protection.

No spells required. ■

# NOVEMBER

# UPCOMING NETWORKING EVENTS



## FRI

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

## AMA COFFEE AND CONNECTIONS SARATOGA

8:30 – 9:30 AM  
Kru Coffee  
46 Marion Avenue,  
Saratoga Springs

**05 NOV**

## SARATOGA COUNTY CHAMBER OF COMMERCE

**VBC Annual Breakfast Honoring Veterans**

8 – 9:15 AM  
The Holiday Inn  
232 Broadway, Saratoga Springs

Fees/Admission: \$45 per person for this fundraiser for the Veterans Business Council's Scholarship Programs

Register: <https://www.simplertix.com/e/vbc-annual-veterans-breakfast-tickets-208944>

**05 NOV**

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### Looking Ahead...

**Women in Business Holiday Social**

4:30 – 6:30 PM  
Hebe Medical Spa  
28 Division Street, Saratoga Springs

**02 DEC**

## ARCC EVENTS

**ARCC Women's Business Council Nov. 2025 Meeting**

9 – 10 AM  
Glens Falls Branch,  
Saratoga Regional YMCA  
600 Glen Street, Glens Falls

*The ARCC WBC's November meeting features a presentation titled "CEO of Self: A Wellness Experience for Women in Business" led by Lauren Cygan, Executive Director of the Glens Falls Branch of the Saratoga Regional YMCA.*

**04 NOV**

## MEETING POINT

**Glens Falls Chapter**

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

**10 NOV**

**2025 ARCC Business Expo**

4 – 7 PM  
The Queensbury Hotel  
88 Ridge Street, Glens Falls

*The ARCC Expo is open to the public & free to attend.*

**05 NOV**

**Young Professionals Meeting**

8:30 AM  
Teal, Becker, &  
Chairmont, CPAS P.C.  
7 Washington Square, Albany

**12 NOV**

**Hudson Valley Chapter**

4 PM  
460 Freedom Plains Road  
Suite 1, Poughkeepsie

## LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB

**November WIB with Lisa Boucher Bridging the Gap: Recruiting, Onboarding & Retaining the Next Generation Workforce**

8 – 9:30 AM  
324 Quaker Road, Queensbury

Register: <https://form.jotform.com/252934888485174>

**05 NOV**

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**2025 LGRCC Annual Dinner & Awards Program**

5 – 9 PM  
Northwest Bay Conference Center  
640 Bay Road, Queensbury

Register: <https://pci.jotform.com/form/252605591726158>

**13 NOV**

### Looking Ahead...

**2025 ARCC Holiday Mixer**

5 – 7 PM  
Fort William Henry Carriage House  
48 Canada Street, Lake George

Fees/Admission:  
\$55 for ARCC Members  
\$75 for Not-Yet Members

*Reservations and pre-payment are required for this ARCC Mixer*

**04 DEC**

**Saratoga Springs Chapter**

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

**20 NOV**

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**Albany Chapter**

8:30 AM  
22 Corporate Woods  
Suite 501, Albany

**21 NOV**



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#### EPISODE 97

### Lessons from a Trades Entrepreneur with Brad Lewis

In this episode, your hosts Michael Nelson of Five Towers Media and Derek Foster of Daigle Cleaning Systems catch up with returning guest Brad Lewis, executive director of the Troy Community Land Bank. Tune in as Brad shares his seasonal work strategies, real estate investments, cash flow insights, and more!



SCAN TO LISTEN!



#### EPISODE 98

### Controlled Business Growth with Joe Cerrone

In this episode, your hosts Michael Nelson of Five Towers Media and Derek Foster of Daigle Cleaning Systems sit down with Joe Cerrone, owner of Cerrone Plumbing, Heating & Air Conditioning, to explore what it really takes to scale a second-generation trades business. Tune in as they share lessons in leadership, hiring, delegation, software systems, and how to grow a company that can thrive without your constant presence.



SCAN TO LISTEN!



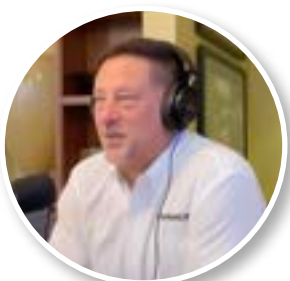
#### EPISODE 99

### Blue Collar Leadership Lessons with Mack Story

In this episode, your hosts Michael Nelson of Five Towers Media and Derek Foster of Daigle Cleaning Systems interview guest Mack Story, a former Marine, manufacturing veteran, author, and leadership expert. Tune in as they explore Mack's journey from factory worker to leadership consultant, emphasizing character development over competency, lean principles, personal growth, and building high-impact teams in blue-collar industries.



SCAN TO LISTEN!



#### EPISODE 100

### The Blueprint to Growth with Sonny Bonacio

In this episode, your hosts Michael Nelson of Five Towers Media and Derek Foster of Daigle Cleaning Systems sit down with Sonny Bonacio of Bonacio Construction for a candid look at his 35-year journey from framing homes to building one of the region's most influential development companies. From humble beginnings to transforming the landscape of Saratoga, Sonny shares lessons on growth, grit, and staying persistent when the stakes are high.



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LISTEN ON





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 44

Astrology and Birth Charts with Jane Fairchild

Your host Mike Nelson of Five Towers Media talks with astrologer Jane Fairchild from Woman in the Moon. Jane shares her journey from studying astrology at 13 to building a business that helps people reconnect with their authentic selves. She explains how birth charts work, what planetary cycles reveal, and how astrology can guide individuals, families, and even businesses.



SCAN TO LISTEN!



SEASON 3, EPISODE 45

Donating Plasma Decoded with Ben Ward

Your host Mike Nelson of Five Towers Media chats with Ben Ward from ImmunoTek Plasma about the impact of plasma donation, raising community awareness, and bringing new opportunities to the Adirondack region. They discuss donor compensation, how the center contributes over \$1 million back into the community, and more!



SCAN TO LISTEN!



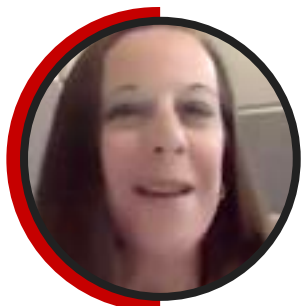
SEASON 3, EPISODE 46

The Importance of Growth Mindset

In this crossover episode with Blue Collar StartUp, your host Mike Nelson of Five Towers Media sits down with Jason and Stacy Spector to explore how growth mindset, resilience, and mindset coaching can transform students, athletes, and blue-collar workers alike. Tune in as they share personal stories from wrestling and education, practical strategies for leadership in the trades, and how mindset shifts can help businesses overcome hiring and training challenges.



SCAN TO LISTEN!



SEASON 3, EPISODE 47

The HR Ninja Lisa Boucher

Your host Mike Nelson of Five Towers Media chats with Lisa Boucher, founder of HR Ninja, about her journey from accounting and banking to launching her human resources consulting firm. Lisa discusses her 25 years of HR experience, her martial arts background, and how she helps small businesses navigate compliance, culture, and more.



SCAN TO LISTEN!



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 19

### *Tessa Palma-Martinez on Healing with Sound*

Host Stephen Zabala reconnects with childhood friend Tess Palma-Martinez, a private chef, sound healer, and sonography student. Recorded in Stephen's kitchen, they discuss Tess' journey from Saratoga to NYC, Brazil, LA, and Costa Rica, exploring sound healing, primal movement, and the role of frequencies in well-being.



SCAN TO LISTEN!



#### EPISODE 20

### *How Food Shapes Our Mental Health*

Host Stephen Zabala welcomes guests Vicki Braunstein and Kiera Kenyon to discuss the powerful connection between food, mental health, and healing. Together, they share how their "Food and Mood" program uses nutrition education to support emotional well-being. The conversation explores comfort food psychology, trauma and nourishment, barriers to understanding nutrition, more!



SCAN TO LISTEN!



#### EPISODE 21

### *Massage, Music, & Mindfulness with Melissa Rose*

Host Stephen Zabala welcomes Melissa Rose, a massage therapist, mother, and musician, who shares her serendipitous path into massage therapy. Tune in as they explore topics like storing trauma in the body, the power of human touch, ecstatic dance, somatic practices, music as meditation, and tips for holistic wellness.



SCAN TO LISTEN!



#### EPISODE 22

### *Unpacking Chiropractic Care with Craig Nelson*

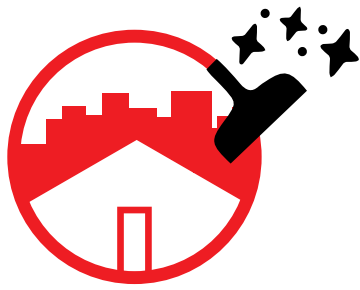
Host Stephen Zabala interviews Dr. Craig Nelson, a chiropractor from Intrinsic Chiropractic in New York to discuss his holistic approach to musculoskeletal health. Dr. Nelson shares insights from his 25-year career, blending biomechanical expertise with emotional and cellular wellness strategies to foster lasting health changes.



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- Vendors
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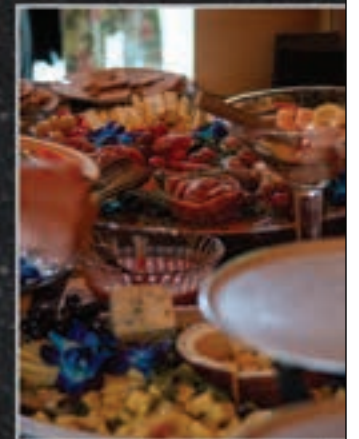
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