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Building Value Through Vision,
Discipline, and Execution *see pg. 22*

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518-798-1761 | AdirondackChamber.org

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ARCC Celebrates Team Member Promotion & Council Growth



One of the things that was a joy to learn in my time at the ARCC was how much talent there is in our region. I didn't realize that we were creating, developing, and manufacturing so many things here until I started in my role at the Chamber.

—AVA KANNINEN



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

Photos provided

Ava Kanninen Promoted to Director of Membership Development

The Adirondack Regional Chamber of Commerce (ARCC) has announced the promotion of Ava Kanninen to Director of Membership Development. After 10 years in the wine and spirits field, Ava took her energy and enthusiasm to fulfill the role of Membership Manager for the ARCC in January 2023.

At the Chamber, Ava cultivates meaningful relationships and fosters business growth throughout the Adirondack region. With a passion for shared success and a commitment to strengthening local businesses, she plays a key role in driving membership engagement and regional collaboration.

“Ava’s role at the Chamber has evolved into developing meaningful relationships with our members by focusing on engagement and retention,” said ARCC President & CEO Tricia

Rogers. “She will serve as a liaison to build community, demonstrate value, and foster collaboration.”

Guided by the principle that “a rising tide carries all ships,” Ava is dedicated to enhancing regional prosperity and nurturing a thriving, interconnected business community.

“I love what I do, and I am so excited to expand my role and take on more responsibility with the organization,” Kanninen added.

Ava will also serve as the Chamber liaison for the new Young Professionals Network, launching in 2026, as well as continuing her service to the Workplace Health & Wellness Council and the ARCC Ambassador Committee.

If you are interested in learning more about membership with the ARCC, and what that means for your business or organization, please reach out to Ava Kanninen at akanninen@adirondackchamber.org.

Adirondack Nonprofit Business Council Welcomes New Members

In 2013, the ARCC began an initiative—called the Adirondack Nonprofit Business Council (ANBC)—to bring together nonprofit organizations, encouraging collaboration and strengthening the nonprofit community.

Although the members of the group have changed, the mission remains the same: to integrate nonprofit businesses and their leadership to further develop the region. The ANBC provides a forum for peer-to-peer interaction, programs that strengthen the business capability of its member organizations, and promotes the impact of the nonprofit sector on the region.

In addition, the ANBC hosts a monthly Nonprofit Chat—an informal meeting designed to unite regional nonprofits, share resources, and discuss topics of interest.

The ANBC is excited to welcome four new members to the council in 2026



Christine Hoard

CHRISTINE HOARD is the Director of Development at The Hyde Collection, where she oversees annual fundraising initiatives, including individual and corporate giving and donor engagement. She works closely with the Chief Advancement Officer and volunteer committees to plan and execute major fundraising events such as the annual gala and summer luncheon.

With more than 25 years of experience in nonprofit advancement, Hoard has held leadership roles across the arts, healthcare, education, and social service sectors. Previously, she built and expanded fundraising programs at Comfort Food Community and VNA & Hospice of the Southwest Region, and earlier in her career played a key role in growing annual giving and special events at Glens Falls Hospital Foundation.

FRANCINE TYLER joined the Glens Falls Senior Center in May 2024. She brings over seven years of experience in the nonprofit sector, drawing on a diverse background from her previous roles.

An active member and volunteer with the Adirondack Chamber of Commerce, Francine co-chairs the Workplace Health and Wellness Committee and regularly participates in the Nonprofit Chats.

Francine began her studies at SUNY Cobleskill, majoring in Child and Family Services, and continued her education at Hudson Valley Community College, where she shifted her focus to Early Childhood Administration. During her time there, she served a two-year term as President of the Kappa Delta Phi National Honor Society for Educational Studies.

Driven by a deep passion for community service, Francine remains dedicated to enriching the region she calls home. She believes the Glens Falls area is fortunate to have so many remarkable nonprofit organizations and passionate individuals working together to build a stronger, more vibrant community.



Francine Tyler

MICHELE MOREHOUSE is a communications professional and mental health advocate serving as the Communications Coordinator at ASCEND Mental Wellness, a nonprofit organization dedicated to supporting mental health, recovery, and community well-being across Warren and Washington Counties in New York. In her role, Michele leads external communications, media relations, outreach, and community engagement initiatives that strengthen awareness of mental wellness resources and reduce stigma.

Michele earned her master's degree in Communications from the College of St. Rose in 2015, where she developed a comprehensive skill set in both internal and external communications for corporate and community-based audiences. She completed her bachelor's degree in Marketing Management at the University of Phoenix in 2011. Early in her career, Michele completed a Communications Internship with the American Red Cross, Northeastern New York Regional Office, from 2011 to 2012, gaining hands-on experience in nonprofit communications, public messaging, and community outreach. That same commitment to service is reflected in her long-standing involvement with Big Brothers Big Sisters of the Southern Adirondacks, where she volunteered as a Big from 2005 to 2012.

Beginning in 2013, Michele expanded her professional experience by freelancing her marketing and communications skills, allowing her to continue building expertise while pursuing graduate studies and working in retail management. She brings over 10 years of supervisory and leadership experience, combining strategic communication, team leadership, and community-focused engagement to advance organizational missions and strengthen public connection.



Michele Morehouse

LAURA JENSEN is the Director of Community Engagement & Communications at Tri-County United Way, where she unites and leads partnerships and communications across Warren, Washington, and Northern Saratoga Counties. Her work strengthens cross-sector collaboration and regional programs that empower and uplift local working families, seniors, and youth.

Her professional background spans marketing, nonprofit leadership, and public health, including career experience in New York City with NBCUniversal, The Economist, and The Monday Campaigns. During the COVID-19 pandemic, she served as Communications Manager at the Food Bank of Central New York, collaborating with community leaders to lead all large-scale crisis-response efforts that reached over 187,000 individuals across 11 counties in Central and Northern New York. Prior to joining Tri-County United Way, Laura served as Marketing & Communications Specialist at Flomatic Corporation, contributing to efforts that expanded access to safe, clean water on an international level.

She holds a master's degree from Marist University and a bachelor's degree from SUNY New Paltz. Her work has been featured in the award-winning book *Pandemic: Tracking Contagions from Cholera and Beyond*, as well as in publications by the American Water Works Association and the Water Environment Federation. She currently serves on the Board of Directors at The Conkling Center and remains actively involved with a number of nonprofits throughout the lower Adirondack region.



Laura Jensen

Herzog Law Firm

EXPANDS ESTATE PLANNING PRACTICE



Timothy Casserly & Team Join the Firm



Interviewed by
Michael Nelson

Photos provided

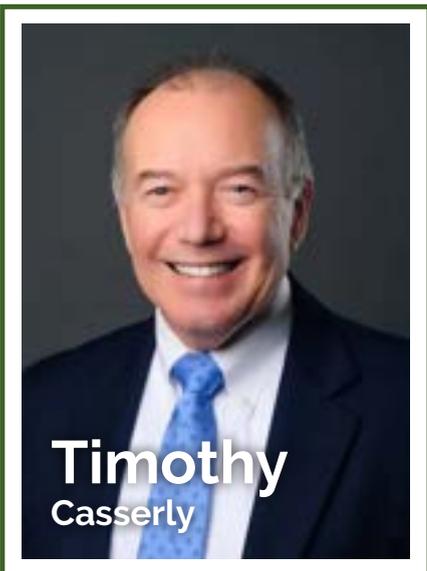
Herzog Law Firm has announced the addition of veteran attorney Timothy Casserly and members of his long-standing legal team, marking a significant expansion of the firm's estate planning and elder law practice.

Casserly brings more than three decades of experience serving individuals and families throughout the Capital Region. After 37 years in private practice, he began exploring a transition that would allow him to plan for the future while preserving continuity for his clients and staff. That search ultimately led him to Herzog Law Firm, where shared values and a similar approach to client service made the move a natural fit.

For Casserly, the decision was not simply about relocating a book of business. It was about ensuring that the people who helped build his practice—many of whom had worked alongside him for decades—would continue to have a professional home.



"I'd been looking to team up with a firm that could pretty much take over my practice, but at the same time keep everybody employed," Casserly said. "I didn't want to just say, 'Hey, I'm moving.'"



Those priorities aligned closely with Herzog Law Firm’s leadership. When discussions began, the firm expressed a willingness to integrate both Casserly’s clients and his team, reinforcing Herzog Law Firm’s reputation as a people-first organization.

Beyond logistics, cultural fit played a central role in the transition. Casserly noted that he was looking for a firm that approached estate planning and elder law with empathy and flexibility—recognizing that the work often extends beyond conference rooms and billable hours.

“This kind of work requires going the extra mile,” he said. “House calls, nursing home visits—those things matter.”

Over the course of his career, Casserly developed a practice centered on long-term relationships, often serving multiple generations within the same family. That philosophy mirrors Herzog Law Firm’s own approach, where much of the firm’s growth has come through client referrals rather than transactional volume.

As he prepares for a gradual transition over the coming years, Casserly emphasized that protecting those relationships was paramount.

“A lot of these families I’ve worked with for 30-plus years,” he said. “Now we’re helping their children and grandchildren. You want to make sure they’re treated the same way going forward.”

In addition to his legal experience, Casserly brings a background in financial planning and a strong

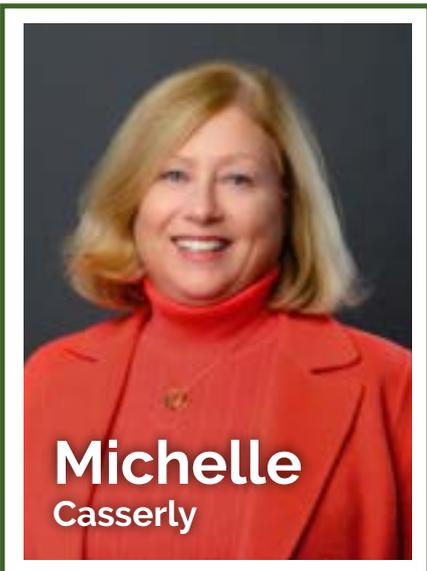
professional network developed through leadership roles in bar associations and national speaking engagements. He has also been deeply involved in community and charitable organizations, including advocacy and fundraising efforts related to Alzheimer’s care—an area closely tied to elder law practice.

Herzog Law Firm leaders say the addition strengthens the firm not only in size, but in depth of service and shared mission.

With the integration underway, the focus now turns to ensuring a seamless experience for clients while positioning the firm for continued, sustainable growth. For Casserly, that outcome represents the culmination of careful planning and a commitment to the people he has served throughout his career.

About Herzog Law Firm

Herzog Law Firm is a full-service law firm serving individuals, families, and businesses throughout New York’s Capital Region. With a strong focus on estate planning, elder law, business law, and litigation, the firm is known for its client-centered approach, long-term relationships, and commitment to practical, compassionate legal solutions. Herzog Law Firm emphasizes continuity, collaboration, and personalized service to help clients navigate complex legal matters with confidence. **Learn more at herzoglaw.com.** ■



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Building a Local Vision



Interviewed by
Michael Nelson

Photos provided

Tim and Michelle Schultz & the Businesses They've Built Together

When Tim and Michelle Schultz decided to step away from corporate careers, they weren't just chasing independence—they were intentionally building a business ecosystem rooted in experience, craftsmanship, and relationships. Today, they jointly operate three complementary local businesses that serve homeowners and commercial clients across the Capital Region and North Country, offering a level of personalized service that's increasingly hard to find.

From Corporate Careers to Local Ownership

Both Tim and Michelle brought deep professional experience into their entrepreneurial journey. Tim spent years in technology and cybersecurity sales, working closely with New York State government and regional businesses. Michelle built her career in interior design and the window treatment industry, including more than eight years as a regional sales manager for Hunter Douglas and over 15 years running her own interior design business.

A couple of years ago, they made a shared decision to exit corporate America "as cleanly as possible" and build something of their own—work that would be both personally fulfilling

and professionally rewarding. After extensive research into potential franchise opportunities, their path became clear.

The Foundation: Gotcha Covered Saratoga

Their first step into ownership was launching Gotcha Covered Saratoga, part of a national franchise with more than 180 locations. The business focuses on custom window treatments for residential and commercial clients, serving a wide territory from Clifton Park to Lake George.

What set them apart from the start was experience. Michelle's background in design, combined with a ready-made team that included a designer daughter and an installer son-in-law, allowed them to operate at a professional level



immediately—something many new franchise owners don't have.

Services include custom blinds, shades, draperies, automated window treatments, and outdoor solutions such as motorized awnings and power screens. Automation, energy efficiency, and long-term performance are central considerations in every project, not just aesthetics.

The Design Hub: Designs on Glen

As the window treatment business grew, it became clear that clients were asking for more. Once Michelle was in a home consulting on window solutions, conversations naturally expanded into layout, lighting, color, furniture, and overall interior design.

Designs on Glen became the umbrella company and creative engine behind that work. It reflects Michelle's lifelong passion for design—something she jokes started when she rearranged rooms as a child—and formalizes a service clients were already requesting.

Through Designs on Glen, clients can access interior design services, custom furniture design, and curated home décor, all informed by a holistic understanding of how a home functions and feels.

Expanding the Offering: Window Depot of the Adirondacks

The third piece of the puzzle came unexpectedly. Tim and Michelle were approached with the opportunity to take on the Window Depot of the Adirondacks franchise, specializing in high-efficiency windows and entry doors.

Rather than feeling like a stretch, the addition made sense. Windows and doors naturally complement interior design and window treatments, allowing clients to address multiple aspects of their home through one trusted team. Tim handles inspections, quoting, and coordination, working with a local installation partner to ensure quality execution.

A Showroom That Brings It All Together

Operating out of a home office worked—until it didn't. As all three businesses grew, Tim and Michelle realized they needed a space that matched their vision and allowed clients to see and experience their offerings firsthand.

Their new showroom on Upper Glen Street in Queensbury was designed to do exactly that. The space brings all three businesses under one roof, with dedicated areas for windows and doors, window treatments, fabric and hardware displays, interior design inspiration, custom furniture, and home décor.

For clients, it creates a one-stop destination. For Tim and Michelle, it provides visibility, room to grow, and the ability to deliver a more immersive and collaborative experience.

How They Work With Clients

Whether residential or commercial, every relationship starts the same way: a free, in-home consultation. Michelle focuses on understanding not just what a client thinks they want, but how the space functions now and how it needs to work long-term. Energy efficiency, automation, lifestyle needs, and future plans are all part of the conversation.

From there, clients receive thoughtful recommendations and timely follow-up, often within 24 hours. The goal is never to sell a single product, but to help clients make informed decisions that improve their homes and businesses.

Rooted in Relationships and Local Partnerships

Tim and Michelle place strong emphasis on partnerships—with realtors, builders, architects, contractors, and home automation professionals. These relationships allow them to integrate seamlessly into larger projects and ensure clients receive consistent quality across every phase of construction or renovation.

They also believe strongly in buying local and building locally, viewing collaboration as a win-win that strengthens the entire community.

Why Clients Choose Tim and Michelle Schultz

What ultimately sets Tim and Michelle apart is the combination of experience, approachability, and genuine investment in their clients' outcomes. They aren't just selling products—they're solving problems, designing spaces, and building long-term relationships.

As they continue to grow, hire locally, and expand their reach, one thing remains consistent: their businesses are built around care, craftsmanship, and a belief that local expertise still matters.

Get in Touch with Tim & Michelle Schultz

Whether you're planning a renovation, building new, upgrading your windows, or reimagining your interior spaces, Tim and Michelle Schultz offer a collaborative, design-forward approach backed by experience and local expertise.

Showroom & Office

704 Upper Glen St
Queensbury, NY 12804

EXPLORE THEIR BUSINESSES ONLINE		Designs on Glen <i>(Interior Design & Home Décor)</i> designsonglen.com
		Window Depot of the Adirondacks <i>(Windows & Entry Doors)</i> windowdepotadirondacks.com
		Gotcha Covered Saratoga <i>(Custom Window Treatments & Outdoor Solutions)</i> gotchacovered.com/saratoga

Visitors are welcome to stop by the showroom to explore products, gather inspiration, and start a conversation about their next project.



Who is **MATTHEW KNOTH?**

A New Generation of Ethical Sales at Five Towers Media

If you've attended a business networking event in Warren, Washington, or Saratoga County recently, chances are you've met Matthew Knoth—or at least heard his name. A familiar face at chamber mixers, ribbon cuttings, and community gatherings, Matt represents a new kind of sales professional: one grounded in ethics, relationship-building, and genuine community support.



Interviewed by
Michael Nelson

Photo provided

From New Hartford to the North Country

Originally from New Hartford, New York, Matt's path to the Capital Region wasn't accidental. After graduating from Nazareth University with a degree in Business and Sports Management—and competing as a collegiate lacrosse player—Matt was looking for a place where hard work, relationships, and opportunity intersected.

That search led him to the Glens Falls–Saratoga region, a business community known for collaboration rather than competition. As a newcomer, Matt didn't hesitate to immerse himself—introducing himself to business owners, learning the local landscape, and showing up consistently.

Sales Without the Stereotype

Matt joined Five Towers Media in July as a Sales Specialist, stepping into a role that many people misunderstand. To Matt, sales isn't about pressure, manipulation, or quotas—it's about listening.

"We're not used-car salespeople," Matt explains. "We don't manipulate people into buying something they don't need. If we can help, great. If not, that's okay too."

This mindset mirrors Five Towers Media's broader philosophy: sales should serve the client first. Matt was drawn to the role precisely because it rejected the traditional "always be closing" mentality. Instead, he learned to go for no—encouraging honest conversations that allow business owners to decide for themselves whether a solution truly fits.

Learning Through Challenge

Like any good salesperson, Matt didn't avoid the hard parts. Cold calling—often considered the most intimidating aspect of sales—was part of his early training. While rejection came frequently, Matt credits the experience with building resilience and clarity.

“You hear ‘no’ all day. But eventually, when someone says ‘yes,’ it feels natural—because you’ve already learned how to listen.”

This process helped Matt sharpen his communication skills, strengthen his confidence, and develop what Five Towers calls “conceptual strength”—the ability to stay grounded, empathetic, and focused even in difficult conversations.

Community Before Commission

What truly defines Matt's approach is his belief that sales should strengthen the local business ecosystem. Through active involvement with the Adirondack Regional Chamber

of Commerce and other networking organizations, he's seen firsthand how collaboration fuels growth.

“I don't just want to take from the community—I want to give back,” Matt says. “These businesses are the backbone of the region.”

Rather than chasing transactions, Matt builds trust. He learns business owners' challenges, understands their goals, and connects them with resources—even when it doesn't lead to an immediate sale.

Looking Ahead

As Matt takes on a larger role—including hosting episodes of the Buying Local podcast—his focus remains the same: amplify local voices, tell meaningful business stories, and help entrepreneurs grow in ways that align with their values.

For Matt Knoth, ethical sales isn't a strategy—it's a responsibility. And for the businesses he works with, that approach makes all the difference. ■



You hear 'no' all day. But eventually, when someone says 'yes,' it feels natural—because you've already learned how to listen.”



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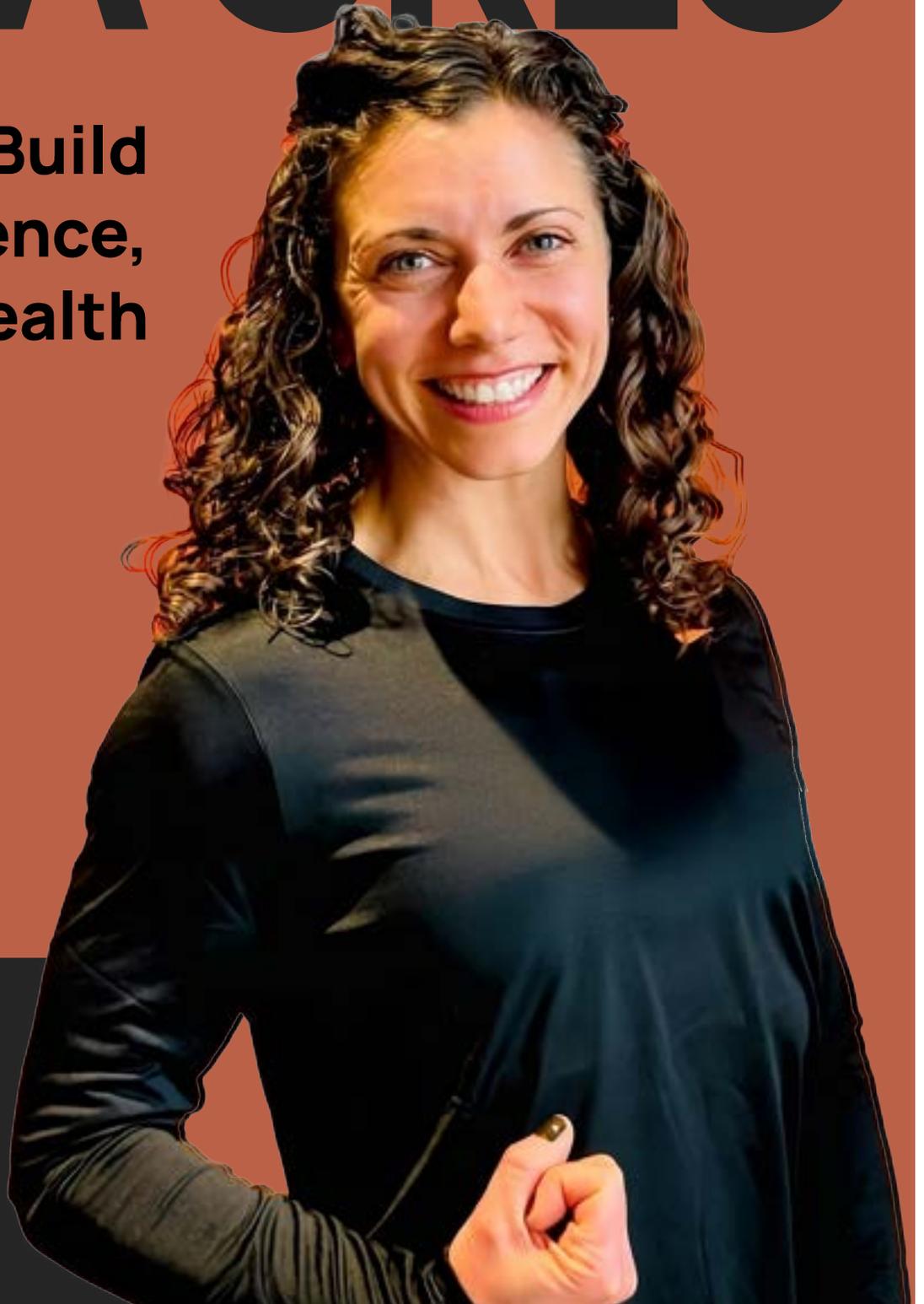
Meet NAIYA GREC

Helping Clients Build Strength, Confidence, and Sustainable Health



Interviewed by
Stephen Zabala

Photo provided



In an industry often dominated by quick fixes and rigid rules, Naiya Grec, founder of Zest Integrated Fitness and Nutrition, offers something refreshingly different: a deeply personal, sustainable approach to health that meets clients exactly where they are.

As a certified fitness coach, nutrition coach, and lifestyle mentor, Naiya helps people overcome health obstacles and build habits that actually last. Her work isn't about perfection or extremes—it's about creating a life that feels energized, strong, and realistic.

A Lifelong Relationship With Movement and Wellness

Naiya's path into fitness wasn't conventional. Her background includes soccer, dance, kettlebell training, yoga, rock climbing—and even time spent training in a women's circus program, where she explored aerial fabrics and acrobatics. That diverse experience shaped how she views movement today: as something dynamic, functional, and meant to be enjoyed.

Rather than chasing one rigid training style, Naiya believes the body thrives when movement evolves. Strength training, mobility work, cardio endurance, and play all have a place—especially as we age and our needs change.

Coaching That Starts With Real Life

What truly sets Naiya apart is how personally she approaches coaching. Before recommending workouts or nutrition changes, she takes time to understand her clients' lives:

- Work schedules and stress levels
- Family responsibilities
- Past injuries or health concerns
- Food preferences and access
- Personal goals—both physical and mental

Her philosophy is simple but powerful: fitness and nutrition must fit your life, not the other way around .

For someone working long hours or frequently eating on the road, success may look very different than it does for someone cooking every meal at home. Naiya builds plans around those realities instead of fighting them.

Nutrition Without Extremes or Guilt

As a nutrition coach, Naiya focuses on whole foods, education, and awareness rather than restriction. She helps clients understand what they're eating, why it matters, and how it makes them feel—without labeling foods as “good” or “bad.”

Instead of pushing one-size-fits-all diets, she encourages experimentation and listening to the body. Tracking food can be a temporary learning tool, not a lifelong burden. The goal is confidence, not obsession .

Her clients learn how to:

- Build balanced meals
- Increase protein and nutrient intake sustainably
- Navigate cravings without shame
- Make better choices over time—not overnight

Strength, Mobility, and Longevity

On the fitness side, Naiya emphasizes functional strength and mobility—training that helps people move better in everyday life. Whether that means lifting safely, protecting joints, improving balance, or simply being able to get up off the floor with ease, her programs prioritize long-term health.

She understands firsthand how injuries can shape training, and she coaches with intention and care. Progress is measured not just in pounds lifted or weight lost, but in energy levels, sleep quality, confidence, and resilience .

Community, Accountability, and Empowerment

At the heart of Naiya’s work is connection. She believes health thrives in community, whether through one-on-one coaching, online programming, or group fitness environments. Her role isn’t to dictate—it’s to guide, educate, and support.

Clients don’t just gain strength or improve nutrition; they gain awareness, confidence, and a healthier relationship with their bodies and choices.



A Coach Who Walks the Walk

As a mother, homeschooler, and lifelong learner, Naiya understands balance in a very real way. She practices what she teaches—adapting, checking in with herself, and choosing progress over perfection.

Through Zest Fitness and Nutrition, she’s helping clients do the same: build lives that feel strong, capable, and full of energy—without burning out or buying into empty promises.

To learn more about Naiya’s coaching philosophy or to work with her, visit zestfitnessandnutrition.com or follow her on Instagram at [@live_with_zest](https://www.instagram.com/live_with_zest). ■



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YOUR HEALTH DEPENDS ON YOU

SUNDAY SURVIVAL SERIES



Winter leaves behind more than snow and silence—it tells stories. On Sunday, February 22, the Ndinna Education Center invites the public to uncover those stories during Sunday Survival Series: Winter Tracks & Trails, a hands-on outdoor learning experience running from 11:00 a.m. to 2:30 p.m. at the center's Greenfield Center campus.

Designed for participants ages 13 and up, the program focuses on reading the subtle signs animals leave behind in winter landscapes. Led by wildlife tracker and acclaimed author James Bruchac, the workshop teaches attendees how to identify animal tracks and trails, recognize movement patterns, and interpret clues such as scat and disturbed vegetation. These skills are useful everywhere—from suburban backyards to deep forest trails.

Bruchac, co-author of *Scats and Tracks of the Northeast*, brings decades of experience and storytelling to the field, blending practical survival knowledge with ecological awareness. Participants will spend time outdoors observing real-world examples and learning how animals navigate harsh winter conditions.

TRACKS & TRAILS

Winter Woods Come Alive at Ndinna Center Survival Series

Photos provided

The program runs rain, snow, or shine and includes a midday lunch break; attendees should dress for the weather and bring their own food and water. Space is intentionally limited to 10 participants to allow for an immersive learning experience. The cost is \$40 per person, and

advance registration is required.

The Ndinna Education Center is located at 23 Middle Grove Road, Greenfield Center, New York. *More information and registration details are available at ndakinnacenter.org or by calling (518) 583-9958.* ■

PITNEY MEADOWS FARM LAUNCHES

Seed-to-Celebration Weddings *with* Farmstead

Photos provided by Pitney Meadows Farm



© Julia Rebecca Photos

Pitney Meadows Community Farm is now hosting weddings and gatherings on its historic 166-acre property in partnership with Farmstead Catering.

This new agritourism offering invites couples and guests to celebrate not only their special day, but also the land that nourishes the community year-round.

Set among open meadows and working fields in Saratoga Springs, each event is rooted in season, place, and purpose—where the landscape becomes part of the story, and every gathering reflects a deep connection between people, food, and land.

Agritourism at the Heart of the Celebration

For Pitney Meadows, weddings and gatherings are a natural extension of its commitment to agriculture, education, and public engagement. As agritourism continues to grow across New York State, the Community Farm is embracing the opportunity to share the beauty and ecology of its fields in a new way—creating celebrations that reflect a deep connection between people, food, and land.

“A gathering on a working Community Farm is more than a venue choice—it’s a relationship with the land,” said Brooke McConnell, Executive Director of Pitney Meadows. “As stewards of this land, we’re excited to invite guests into the rhythms of our farm, the seasons, and the food that grows here. Now offering the only true farm-to-table gathering experience in Saratoga Springs, all of the food our guests will experience comes exclusively from local farms and producers.”

A Partnership That Grows the Celebration

Farmstead Catering, led by Dillon Klepetar, is known across New York and New England for a culinary

approach rooted in place. Ingredients will be grown primarily at Echo Farm in the Adirondacks and at Pitney Meadows, with supplemental sourcing from a small regional network.

Both farms practice regenerative, pasture-based, and organic methods, ensuring that each plate reflects shared values and exceptional craft.

The Venue: A Living Landscape

Set beside the Community Garden and surrounded by sweeping meadows, the farm’s high-tunnel hoop house offers a setting unlike any other in the region. Designed for both beauty and practicality, the structure provides rain shelter while remaining open to the landscape. Its sides can be rolled up to invite fresh air, soft breezes, and panoramic views of the fields.

Food That Tells the Truth

Farmstead’s philosophy is simple: food should tell the truth about where it comes from. Menus are built around the season and the couple, ensuring no two celebrations are alike. Alongside Pitney Meadows staff, Farmstead provides catering, floral design, planning support, beverage service, rentals, and day-of coordination.

“When we cook with ingredients grown here, the meal becomes part of the experience,” said Dillon Klepetar. “It reflects the season, the people, and the landscape. That’s the heart of every celebration for us.”

A Celebration Rooted in Community

Proceeds from weddings directly support Pitney Meadows’ nonprofit mission to promote food access, ecological stewardship, and educational programming across the Saratoga region. Guests who attend a wedding at the farm become part of a larger story—one grounded in community, sustainability, and care for the land.

Bookings for the 2026 season are now open at pitneymeadows.org/agritourism.



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BRIAN GREEN

Building Value Through Vision, Discipline, and Execution



At the center of Green Springs Companies is Brian Green,

a founder and entrepreneur whose career reflects a rare blend of strategic thinking, operational discipline, and long-term vision. From the beginning, Brian has been driven by a deeply held belief in building a platform where friends and family can achieve true financial freedom through high-quality real estate investment opportunities. His goal is not simply to develop properties, but to create generational security for the people he works with—partners, investors, and team members alike.

What began as a hands-on real estate investment effort has grown into a vertically integrated real estate ecosystem—one designed not just to acquire properties, but to systematically unlock and maximize their value. Brian is not a developer who chases trends. He builds durable businesses that respond intelligently to market realities, local conditions, and long-term demand.

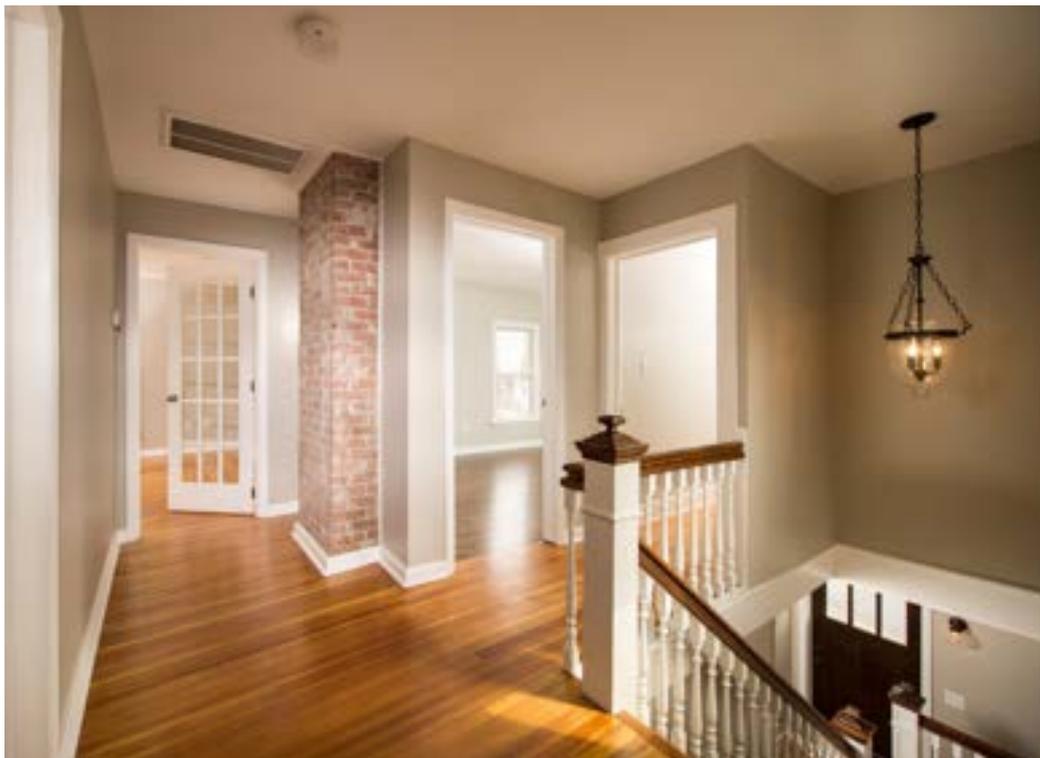


Interviewed by
Michael Nelson

Photos provided

A REAL ESTATE FAMILY OF COMPANIES

Green Springs Companies is best understood not as a single firm, but as a family of complementary businesses, each designed to solve a specific problem within the real estate lifecycle. Together, they create a closed-loop system that allows Brian and his team to control quality, execution, and outcomes.



Green Springs Capital Group

This is the development and investment arm of the organization. It focuses on:

- Real estate development and acquisitions
- Deal sourcing, underwriting, and financing
- Working with private investors on select projects
- Long-term asset management and growth

The strategy is heavily rooted in value-add development—acquiring underperforming or outdated properties and transforming them into high-quality, income-producing assets built to last.

Property Management (In-House First)

Rather than outsourcing operations, Brian built an internal property management company to ensure business plans are actually executed on the ground. This team:

- Manages Green Springs–owned properties
- Optimizes performance, tenant experience, and maintenance
- Protects long-term asset value

For Brian, great development ideas mean nothing if the property isn't run correctly. Operational excellence is non-negotiable.

Commercial Construction: CG Construction Group

The commercial construction arm of Green Springs Companies is CG Construction Group. Originally built to serve internal projects, CG Construction Group now handles significant third-party work as well. This vertical removes one of the biggest risks in real estate development—execution uncertainty—and gives the organization the confidence to take on complex, large-scale projects without bottlenecks.

Financial Advisory: Ascend Real Estate Advisors

The financial advisory arm, Ascend Real Estate Advisors, focuses on:

- Asset and portfolio optimization
- Financing strategy and restructuring
- Construction and development financial modeling

This business exists because Brian and his partners recognized a common gap in the market: many builders and investors know how to construct projects, but not how to math them correctly. Ascend Real Estate Advisors fills that gap, ensuring deals are structured intelligently, risks are properly understood, and capital is deployed with discipline.

HOW BRIAN THINKS ABOUT GROWTH

Brian's approach to growth is pragmatic, not flashy. He scales only when the underlying model proves itself.

Early on, he handled everything himself—leasing, maintenance, renovations, snow removal, and financial analysis. That experience shaped his philosophy:

- Systems matter
- People matter more
- Scale only amplifies what already works

As projects grew from duplexes to large multi-unit developments, the process remained largely the same. The difference was scale—and the ability to bring in specialists who could outperform him in specific areas.

RESPONDING TO MARKET CONDITIONS—NOT FIGHTING THEM

One of Brian's defining strengths is his ability to pivot strategically when markets change.

When commercial real estate pricing became disconnected from reality post-COVID, Green Springs Companies didn't stall. Instead, Brian identified opportunity in historic properties, leveraging tax credits and incentives to make deals pencil when others couldn't.

Similarly, when rental valuations plateaued in certain markets, the organization explored condominium conversions, aligning exit strategies with local housing shortages and buyer demand—particularly in high-demand areas like Saratoga.

This adaptability is rooted in deep local knowledge and disciplined analysis, not speculation.

THE VALUE BRIAN BRINGS TO THE TABLE

Whether you are an investor, partner, municipality, or collaborator, Brian Green consistently delivers value in several key ways:

- **STRATEGIC CLARITY** – Every project starts with a clear business plan and defined outcome.
- **EXECUTION CONFIDENCE** – Vertical integration removes guesswork and risk.
- **LONG-TERM ALIGNMENT** – Most assets are held for 10+ years, prioritizing sustainability over quick exits.
- **PROBLEM-SOLVING LEADERSHIP** – Brian thrives in complex environments where others stall.
- **ACCESS TO OPPORTUNITY** – Through Green Springs Companies, investors gain exposure to high-quality real estate projects without operational burden.

Perhaps most importantly, Brian builds platforms that allow other people to win. His vision centers on financial freedom, career growth, and long-term stability—creating an ecosystem where success is shared and generational wealth is possible.

LOOKING AHEAD

Green Springs Capital Group is targeting \$200 million in assets under management by 2030, a goal driven not by ego, but by scale requirements—supporting leadership teams, partners, and families connected to the business.

For Brian, growth isn't about accumulation. It's about building systems that create freedom, resilience, and opportunity. ■

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)

The Market & Event Center "The Ed"
57 South Street, Glens Falls

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,
January 12 – May 11
10 AM – 1 PM

- FMNP Accepted: Yes





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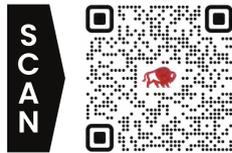
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THE BUCKET CHECK

CHECK YOUR BUCKETS BEFORE YOU SAY YES



by Sara Kelly

Sara Kelly is a co-founder of the Joyful Support Movement, where she helps individuals navigate life with more ease, compassion, and joy. Learn more at JoyfulSupportMovement.com.



February is the month of love—love for your family, your friends, and yourself. But here's the tricky part: we can't pour out what we don't have. When we run on empty, we get short. We snap. We stop showing up as the version of ourselves we actually want to be.

So how do you check in with yourself and figure out what you truly have to give? The tool to use is looking into your personal resource buckets.

WHY WE KEEP DRAINING OURSELVES

Most of us drain ourselves on a routine basis and then feel confused or ashamed when we can't keep up. The reason can be that we've used up our resources, and there's nothing left to give—not to anyone else, and definitely not to ourselves.

When that happens, it's easy to turn on ourselves.

"But I should be able to keep on top of the laundry."

"I feel so guilty that I don't make a home-cooked meal every night."

"My mom, friend, or neighbor doesn't seem to struggle with this."

Those uncomfortable feelings are a real red flag

that something needs attention. But once you notice the flag, it helps to set the feelings aside. Guilt, shame, and rumination keep draining you, and they don't contribute to the solution.

The next step is to get practical: your mom, friend, or neighbor has different resources than you do.

Maybe your neighbor pays for a cleaning service once a week.

Maybe your friend has family nearby who helps with their weekly to-do list.

Maybe your mom is retired and well-rested, without the demands currently on your plate.

When we compare ourselves without comparing resources, we end up "grading" ourselves unfairly.

THE THREE BUCKETS WE ALL HAVE

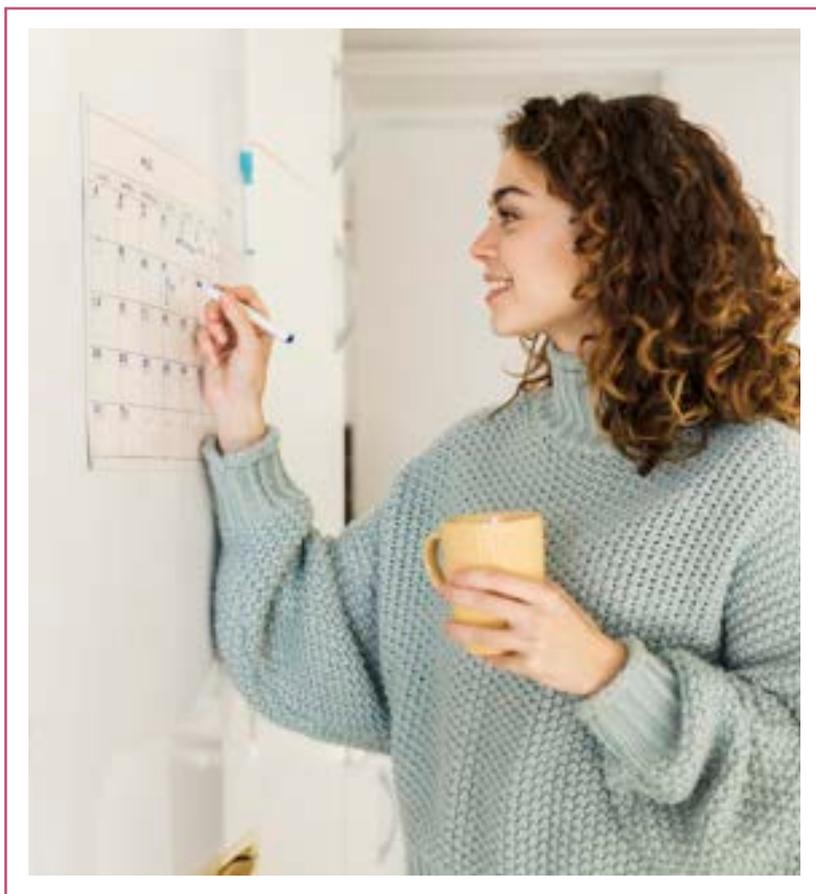
Every person has a unique level of resources, and those resources change from season to season—and even day to day. No amount of guilt will refill what's empty.

Here are the buckets I encourage people to check first:

1 TIME. Even though there are 24 hours in a day, not all of those hours are equally available. Each one of us gets to look at what is possible with the usable time we have and allocate this precious resource accordingly. My own sister can efficiently utilize 18 hours for productivity, while I have about 5. I get to be very intentional about where I spend my precious 5 hours. Your time and your neighbor's time can look very different.

2 MONEY. Money is deeply personal. It's not only how much is in your own pocket, but what you're willing or able to spend it on. If you need help with food, you either have money to spend on a meal service or you don't. You look into your money bucket, and you get to decide.

3 ENERGY (MENTAL & PHYSICAL). Energy has two parts: mental and physical. For me, I'm often physically able well past when I'm mentally able. By evening, my brain is decision-fatigued and overstimulated. I can mindlessly wash a dish or fold laundry, but don't ask me a question after 7 p.m.—my mental energy is gone.



Because when you're honest with yourself about what's in your buckets, you can be truthful in your "yes," your "no," and your "not right now." That truth creates space to take care of yourself. It helps you stop running on empty and pouring out more than you have to give—financially, energetically, or chronologically.

And when there is space, there are resources.

Resources to love your family.
Resources to love your friends.
Resources to love yourself.

PRACTICAL TAKEAWAYS

Name the empty bucket first. When you feel yourself spiraling into shame, pause and ask: Is this a time issue, a money issue, an energy issue—or more than one?

Compare resources, not outcomes. If someone else is doing something you're not, ask what support or resources they have that you don't.

Create bucket-friendly options. If your time bucket is low, choose a smaller version of the task. If your money bucket is low, choose a lower-cost alternative. If your energy bucket is low, choose the simplest possible next step.

Use your honest answer as a kindness. "I can't do homemade cookies, but I can bring napkins," is still showing up.

This February, with love as the theme, let it start with a check-in. Take 30 seconds, look into your buckets, and decide based on where you are, not where outside expectations want you to be. You do not have to prove your worth by running yourself dry.

Love yourself now to love those around you more (if you want to; the choice is all yours). Scan the QR code to learn more support tools and in-person events with the weekly newsletter *The Practical Hug*: joyfulsupportmovement.substack.com. ■



HOW TO USE YOUR BUCKETS IN REAL LIFE

When you learn to check in with your buckets, you start making decisions based on your resources instead of trying to keep up with someone else.

If someone asks you out to dinner, you can walk yourself through a simple resource check:

- Do I have time in my schedule?
- Do I have money to pay for it?
- Do I have the mental and physical energy to engage with a friend for two and a half hours?

If you're asked to bring cookies to a bake sale, you can do the same thing:

- Do I have time to make these?
- If not, do I have money to buy them from a bakery?
- Do I have the energy for what's involved—shopping, ordering, pickup, packaging, and delivery?

There's no right or wrong answer here. The goal is honesty.

INJURY PREVENTION THROUGH DESIGN

How Catamount Consulting & Dr. Alicia Turner Are Bringing Ergonomics to the Front Lines



Interviewed by
Michael Nelson
Photos provided

**IN MANY
WORKPLACES,
ERGONOMICS
ONLY ENTERS THE
CONVERSATION AFTER
AN INJURY OCCURS.**

A strained back, chronic shoulder pain, or a worker suddenly unable to perform a job they've done for years becomes the wake-up call. But according to Catamount Consulting, that approach is backwards.

“Our goal isn’t to be reactive,” says Dr. Alicia Turner. “We’re trying to anticipate risk and address it before someone ends up hurt.”

Through a growing ergonomics service offering, Catamount Consulting is helping employers rethink how work is designed—and how people move, think, and recover on the job.

What Ergonomics Really Is (and Isn't)

Ergonomics is often misunderstood as a narrow solution—shoe inserts, desk chairs, or quick stretching routines. In reality, workplace ergonomics is far broader.

“At its base, all ergonomics is the science of matching the workplace to the worker,” Dr. Turner explains. “Instead of forcing people to contort themselves to do a job, we design the job to fit the human body.”

That philosophy applies across industries, from construction and mining to manufacturing, logistics, healthcare, and even office environments. Whether a worker is running heavy

equipment, welding, stocking pallets, or sitting at a computer, how the job is structured matters.

A Holistic View of Risk

At Catamount, ergonomics goes beyond posture and lifting technique. Dr. Turner describes a C.O.P.E. framework developed by Dr. Matt Jeffs, DPT, PSM, CEAS, that looks at four interconnected areas:

- **Cognitive ergonomics** – focus, distraction, and mental fatigue
- **Organizational ergonomics** – policies, communication, and workflow design
- **Physical ergonomics** – movement patterns, force, repetition, and posture
- **Environmental ergonomics** – heat, cold, vibration, and jobsite conditions

“We’re seeing entire categories of injuries now tied to distraction,” Dr. Turner notes. “People step in front of equipment or miss hazards not because they’re untrained, but because their attention is fragmented.”

This broader lens allows Catamount

to address not just how work is done, but why risk accumulates over time.

From the Clinic to the Jobsite

Dr. Turner’s perspective is shaped by years as a practicing physical therapist, often working with employees after serious injuries or surgeries.

“I was frustrated working downstream,” she says. “So many of these chronic injuries build up over years of micro-trauma. I kept thinking, if I could have reached you 20 years ago and changed one or two things, you might never have needed surgery.”

That realization pulled her out of the clinic and onto jobsites, where prevention, education, and small design changes can have massive long-term impact.

Turning Ergonomics Into Actionable Data

One challenge in ergonomics has always been translating observations into something leadership can act on. Catamount addresses this by combining traditional assessment tools with modern motion-analysis technology.



Rather than labeling tasks as simply “high risk,” Catamount provides quantified, easy-to-understand metrics that show:

- Where fatigue is most likely to occur
- Which joints are under the greatest strain
- How specific interventions reduce risk over time

“We can say, ‘This task has a relative fatigue risk of X, and this change will reduce it by 20 percent,’” Dr. Turner explains. “That’s something managers can take straight to upper leadership.”

Stretch, Flex, & Daily Readiness

One of the most visible parts of Catamount’s ergonomics programs is its stretch and flex routines, but these sessions are about far more than flexibility.

“If I get 10 to 15 minutes with employees in the morning, I want to activate the whole system,” says Dr. Turner. “That includes movement, balance, breath work, and focus.”

These programs are:

- Tiered so they don’t become repetitive
- Customized to the job and workforce
- Designed to improve balance, circulation, and mental readiness

Perhaps just as important, they build connection. Starting the day together reinforces a shared focus on safety, awareness, and teamwork.

Ergonomics as a Culture Shift

Beyond injury prevention, Catamount sees ergonomics as a driver of culture.

“When workers realize the company is willing to invest in making their jobs safer, it changes how they show up,” Dr. Turner says. “It builds trust, morale, and ownership.”

Even small changes—better task layout, micro-breaks, or movement education—can prevent injuries that cost tens of thousands of dollars in direct and indirect expenses. But the deeper payoff is a workforce that feels supported rather than worn down.

Building Safer Work for the Long Term

Ergonomics, as Catamount practices it, isn’t about slowing production or making work easier. It’s about making work sustainable.

By combining clinical expertise, real-world jobsite experience, and data-driven analysis, Catamount Consulting and Dr. Alicia Turner are helping companies protect their people—and their bottom line—long before injuries occur. ■



Astrological Birth Charts
by Astrologer
Jane Fairchild

perfect for

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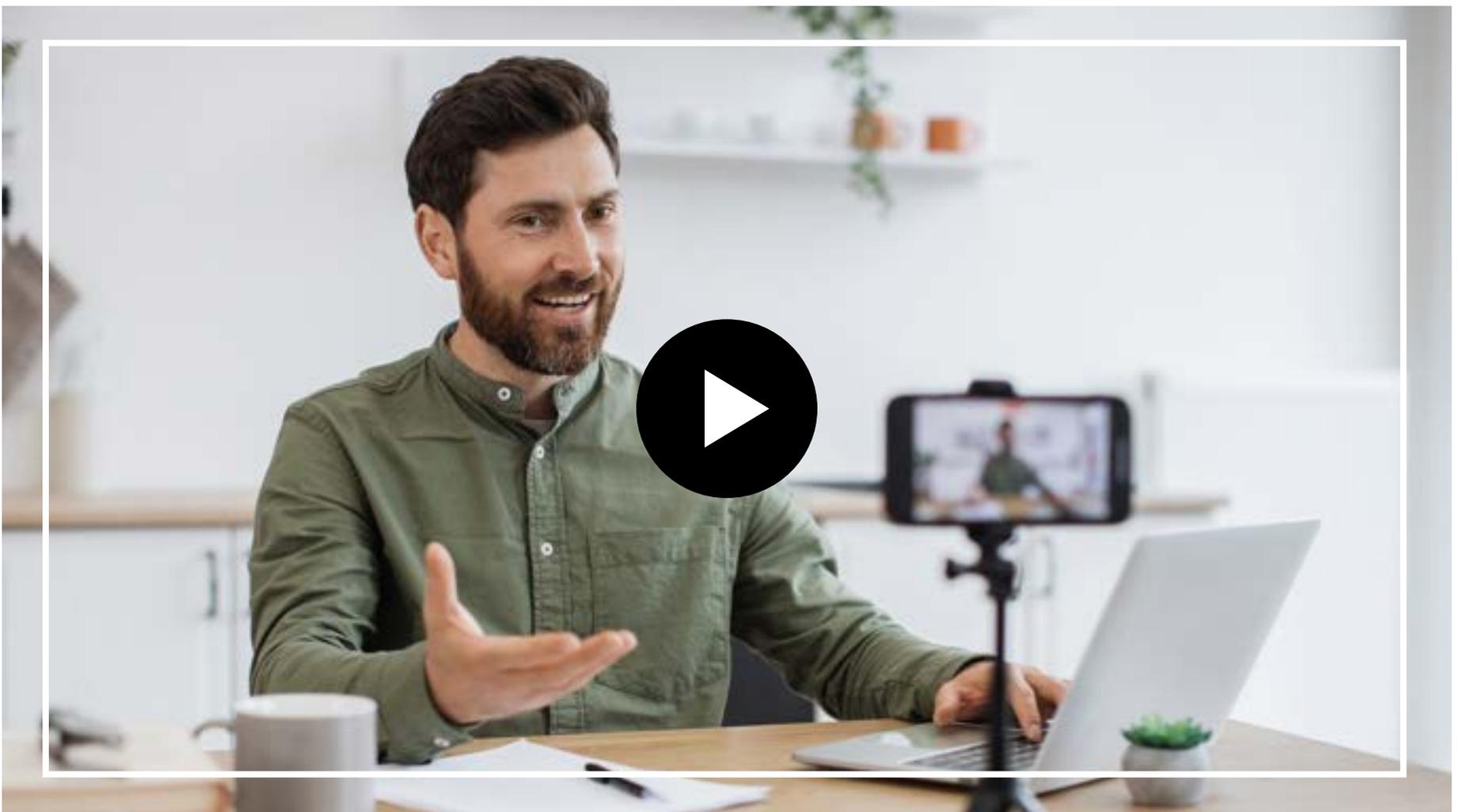
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5 Minutes to 10x Your Marketing



by Michael Nelson

○ How One Short Video Can Fuel Months of Effective, Cross-Channel Promotion



By the time most small businesses give up on marketing, it's not because they don't care.

It's because marketing feels overwhelming.

Business owners and even marketing teams often believe they need *different* content for every channel—one message for social media, another for email, another for blogs, and something else entirely for video. That mindset turns marketing into a constant scramble for ideas and time, and eventually the effort fizzles out.

But effective marketing doesn't come from creating more content.

It comes from **using the same content everywhere—strategically.**

And it can all start with just **five minutes.**

ONE VIDEO IS ENOUGH

The foundation of this approach is a simple, five-minute video recorded on your phone.

No scripts.

No studio.

No production crew.

The video can be recorded:

- At a job site
- At a client's location
- At your desk
- In your truck

What matters is not polish—it's relevance.

The content should focus on:

- A common problem your customers face
- How your business helps solve it
- A real example, if available

Think of it as answering a question customers ask you all the time.



MONTH ONE: TURN ONE VIDEO INTO MANY ASSETS

From that single five-minute video, multiple pieces of marketing content are created.

First, the video is broken into short clips for social media platforms.

Next, the video is transcribed using transcription software. That transcript is then fed into AI tools like ChatGPT to quickly generate a clear, readable blog post—no writing from scratch required.

That same blog becomes:

- An email sent to your list
- A link shared across social media

From one short recording, a business now has:

- One long-form video
- Several short social clips
- A blog post
- An email campaign
- Multiple social posts

All created from five minutes of recording.

MONTH TWO: CREATE ONCE, SHARE TWICE

In the second month, the process repeats with a new five-minute video on a different customer problem.

But now something important changes.

Content from month one is **reshared**.

Clips are reposted.

Blogs are reshared.

Topics are referenced again.

Most audiences don't see content the first time—and even if they do, repetition builds familiarity and trust.

MONTH THREE: MARKETING MOMENTUM

By month three, the system begins to compound.

Another new video is recorded and repurposed.

At the same time:

- Content from month two is reshared
- Content from month one is reshared again

The workload stays the same, but visibility increases.

Marketing stops feeling like a constant scramble and starts feeling routine.

RECYCLING IS THE REAL STRATEGY

By months four, five, and six, businesses are no longer “trying to keep up” with marketing.

They are managing and redistributing content they already own.

Each month includes:

- One new five-minute video
- Repurposed clips, blogs, and emails
- Ongoing resharing of previous months' content

This is not cutting corners. It's how consistent marketing actually works.

Audiences need to see messages multiple times before they take action.

SIX MONTHS LATER: THE RESULTS

After six months, a business has realistically created:

New Content:

- Six long-form videos
- Six blog posts
- Six email campaigns
- Eighteen to thirty short video clips

That's more than **40 original pieces of content**.

Add in reposts, reshares, and recycled material, and the total climbs to **50–100+ marketing touchpoints**—all generated from about **30 minutes of actual recording time** spread across half a year.

REVISITING TOPICS BUILDS AUTHORITY

By month five or six, the same topic can be revisited with a new video.

An opener might sound like this:

“A few months ago we talked about this issue, and since then we've received some great questions and feedback...”

That follow-up video becomes an entirely new round of clips, blogs, and emails—without needing a new idea.

Depth replaces noise. Authority replaces guesswork.

THE BOTTOM LINE

Marketing doesn't fail because business owners aren't trying hard enough.

It fails because the system is broken.

When one idea is used across every channel—and supported by simple tools and AI—marketing becomes sustainable, repeatable, and effective.

Five minutes.

One video.

Months of results.

That's how small businesses can finally make marketing work.

NEED HELP GETTING STARTED?

If you have questions about creating content, using AI effectively, or building a simple, sustainable marketing system for your business, help is available.

Michael Nelson, founder of **Five Towers Media**, works with businesses to simplify marketing, improve visibility, and turn everyday expertise into consistent content across all channels.

You can reach Michael directly at:

Email: michael@fivetowers.us

Website: fivetowers.us

Whether you need guidance, a second opinion, or hands-on support, a quick conversation can help clarify your next step.

Download the FREE checklist by scanning the QR code or by visiting: fivetowers.us/5-minute-marketing-checklist/





Builders & Remodelers

Saratoga Springs • Malta • Ballston Spa • Clifton Park

#1 5.0 Excellent

★★★★★

Get a FREE Consultation to Discuss Your Project

- ✓ Building in Saratoga Springs, Malta and Ballston Spa since 1980
- ✓ Custom homes, kitchen remodels, baths and additions
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Why Galarneau Builders Is Our Top Local Pick

Looking for a trusted building & remodeling contractor in Saratoga, NY? For over 45 years, Galarneau Builders has helped homeowners across the Capital Region build and transform their dream homes. Known for high-quality craftsmanship and personal service, this locally-owned company is a go-to for everything from full-scale custom home construction to detailed interior remodels like kitchen renovations and bathroom upgrades.

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

galarneaubuilders.com
518-587-8191
Saratoga Springs

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Searching for home builders near me, kitchen remodelers in Saratoga Springs, or bathroom renovations in Clifton Park? These top-ranked builders and remodelers are known across Saratoga County for their attention to detail, design/build expertise, and outstanding customer service. Backed by years of proven success and satisfied clients, they're your go-to partners for residential construction and remodeling throughout the Capital Region.

#2 ★★★★★

4.5 Great

michaelsgroup.com
518-899-6311
Mechanicville

- ✓ Expertise in custom home building throughout the region
- ✓ Full design/build services for new construction & remodels
- ✓ Licensed, insured, and client-focused professionals
- ✓ Delivered on time and within budget

#3 ★★★★★

4.7 Great

kodiakofsaratoga.com
518-587-4847
Gansevoort

- ✓ Top-of-the-line leadership with engineering and business expertise
- ✓ Building high-quality homes and spaces with expert craftsmanship
- ✓ Renowned for providing personal attention and care to detail
- ✓ Providing residential and commercial construction services since 2004

#4 ★★★★★

5.0 Excellent

whitbeckconstruction.com
518-226-0017
Gansevoort

- ✓ Building custom homes & completing renovations across Saratoga County
- ✓ Specialists in energy-efficient design & green building practices
- ✓ Known for detail-oriented work & client-first project management
- ✓ Trusted for professionalism, punctuality & transparent pricing

#5 ★★★★★

5.0 Excellent

teakwoodbuilders.com
518-587-2880
Saratoga Springs

- ✓ Custom homes, historic restorations & high-end remodels since 1996
- ✓ In-house Concierge service for home maintenance & repairs
- ✓ Award-winning craftsmanship & detailed custom woodworking
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TOP 5 HVAC Companies

Saratoga Springs • Malta • Ballston Spa • Clifton Park

#1

4.9 Excellent

★★★★★

Get 10% Off Labor on Your First Service Call as a New Customer

Cerrone
PLUMBING • HEATING
& AIR CONDITIONING
QUEENSBURY, NY

- ✓ **Plumbing & HVAC pros serving Saratoga, Queensbury, & surrounding areas.**
- ✓ **Fast, reliable service—available 24/7 for emergencies**
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- ✓ **Expert repairs, installations, and seasonal maintenance**

Why Cerrone Plumbing & HVAC Is Our Top Local Pick

With over 30 years of experience Cerrone Plumbing & HVAC stands out among the top HVAC companies in Saratoga Springs, Queensbury, Clifton Park, Ballston Spa, Malta, and throughout the greater Capital Region. Whether you're upgrading to an energy-efficient system, need urgent HVAC repairs, or a seasonal tune-up, their certified technicians deliver dependable service with clear communication and attention to detail. Plus, their regular monthly specials and seasonal discounts make it easy to save on high-quality heating and cooling services. From furnace and AC installations to smart thermostat integration and indoor air quality improvements, Cerrone provides the best HVAC repair and installation services for both homes and businesses.

cerroneplumbinghvac.com
518-798-6560
Queensbury

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

#2

4.9 Excellent

★★★★★

Highland Home Heating & Cooling
Quality Is Hard To Define But Easy To Recognize

highlandhomeheatingcooling.com
518-583-4187
Saratoga Springs

- ✓ **Based in Saratoga County for 25+ yrs.**
- ✓ **White glove service**
- ✓ **Quality that is easy to recognize**
- ✓ **Trusted by the community**

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#3

4.6 Great

★★★★★

B&B
PLUMBING HEATING

bbphsaratoga.com
518-584-4440
Saratoga Springs

- ✓ **One-stop shop for comprehensive plumbing & HVAC services**
- ✓ **Locally owned and community-recognized with continuity**
- ✓ **Expert installs using top-tier brands and certifications**
- ✓ **Competitive pricing and customer satisfaction focus**

#4

4.9 Excellent

★★★★★

GRASSHOPPER
HEATING & COOLING
PLUMBING ELECTRIC

gograsshopper.com
518-541-7979
Clifton Park

- ✓ **Trusted, locally owned HVAC pros serving Clifton Park & the Capital Region**
- ✓ **24/7 emergency service with free estimates and financing available**
- ✓ **Licensed, insured, and woman-owned since 2016**
- ✓ **NATE- & EPA-certified technicians for expert repairs and installations**

#5

4.8 Excellent

★★★★★

Crisafulli Bros.
PLUMBING / HEATING / COOLING / ELECTRICAL

crisbro.com
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Glens Falls • Albany

- ✓ **Family-owned and operated with over 85 years of trusted service.**
- ✓ **Voted best HVAC & plumbing company 18 years in a row**
- ✓ **Red Carpet Care with lasting, satisfaction-guaranteed solutions**
- ✓ **Full plumbing, HVAC & electrical — 24/7 emergency support**

TOP 5 Certified Public Accountants (CPA)

WARREN AND WASHINGTON COUNTY

#1

5.0 Excellent

★★★★★

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If you're searching for a modern, high-trust CPA firm serving Washington and Warren County, Stidd CPA stands out as our top choice for small business owners, entrepreneurs, and individuals with advanced tax needs. Their future-focused approach, transparent pricing, and commitment to collaboration make them one of the most innovative accounting firms in the region.

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Glens Falls



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#2

★★★★★

5.0 Excellent



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CERTIFIED PUBLIC ACCOUNTANT

allenpowers.com
518-761-6054
Glens Falls

- ✓ Years of experience with small-business clients in the region
- ✓ Proactive tax planning reduces your long-term liabilities
- ✓ Clear communication turns accounting jargon into plain language
- ✓ Trusted advisor relationships foster reliable financial decision-making

#3

★★★★★

4.0 Great



WDR
CPAs & Business Advisors
WHITTEMORE, DOWEN & RICCIARDELL, LLP

wdr CPA.com
518-584-0770
Saratoga Springs

- ✓ Full-service audit, tax, advisory team covers broad needs
- ✓ Partner-led engagement ensures senior oversight on every job
- ✓ Strong reputation built on integrity and long time service
- ✓ Scalable solutions support clients from startup through growth

#4

★★★★★

3.7 Good



CMJ
CERTIFIED PUBLIC ACCOUNTANTS

cmjllp.com
518-798-3330
Queensbury

- ✓ Forward-looking firm uses technology to streamline processes
- ✓ Comprehensive financial reviews help identify growth opportunities
- ✓ Collaborative team culture means multiple experts support you
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#5

★★★★★

3.7 Good



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Looking to buy or sell a home in Saratoga Springs, Malta, Ballston Spa, or Clifton Park? Explore this vetted list of top-rated real estate professionals offering expert guidance, market insights, property listings, and seamless transactions throughout the Capital Region.

Whether you're buying your first home, selling a property, or investing in real estate, these top-rated professionals proudly serve clients in Saratoga Springs, Malta, Ballston Spa, and Clifton Park with expert guidance and personalized service. Specializing in residential and commercial real estate, they offer everything from property listings and market analysis to staging advice and contract negotiations—helping you achieve your goals with confidence. These trusted real estate experts are known across Saratoga County for their local knowledge, strong networks, and commitment to client success. With decades of combined experience and a reputation for results, they're the go-to choice for real estate services in the Capital Region.

#1

5.0 Excellent



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- ✓ **Expert team serving Capital Region from Ballston Spa.**
- ✓ **Specializes in new construction communities.**
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 Ballston Spa



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Why Sterling Real Estate Group Is Our Top Local Pick

Looking for a trusted, experienced real estate brokerage in Saratoga County and the broader Capital Region? Sterling Real Estate Group, based in Ballston Spa, has over 25 years of real estate experience, offering exceptional service whether you're buying, selling, or exploring new construction opportunities. Their boutique approach—reflecting quality over quantity—makes them a top pick for clients seeking knowledgeable, personalized guidance.

The team stands out for its integrity, community mindset, and deep commitment to client success. They prioritize ethics, open communication, and continued education for both agents and clients—making the real estate process smoother and more transparent.

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Core Services & Expertise

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#2



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Latham

#3



★★★★★ 4.7 Great

- ✓ Family-owned since 1969, based in Saratoga Springs
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- ✓ Offers free moving truck for clients
- ✓ Expertise in residential, commercial, and rentals

roohanrealty.com
518-587-4500

Saratoga Springs

#4



★★★★★ 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

scottvarley.com
518-281-6808

Saratoga Springs

#5



★★★★★ 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
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Agent



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FRI

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296 Bay Road, Queensbury

ARCC EVENTS

ARCC Women's Business Council February 2026 Meeting **10 FEB**
8:45 AM – 10:00 AM
The Hyde Collection
161 Warren Street
Glens Falls, NY

The Hyde Collection is especially proud to present A Feast of Fruit and Flowers, a passion project for Curator Bryn Schockmel, inspired by a desire to share the pivotal role women artists played in shaping the still life genre throughout the seventeenth century and beyond.

Enjoy a presentation, followed by networking within the exhibit!

ARCC Mixer at Downtown Social **12 FEB**
4 – 6 PM
The Park Theater
14 Park Street
Glens Falls, NY

Fees/Admission:
\$15 for ARCC Members
\$25 for Not-Yet Members

Join the ARCC for our February Mixer at The Park Theater in downtown Glens Falls! Build new connections and reconnect with old friends in this beautiful historic location.

Built in 1911, The Park Theater is the premier entertainment venue located in the heart of downtown Glens Falls, NY.

SARATOGA COUNTY CHAMBER OF COMMERCE

Crafted for Success Women in Business Mixer **05 FEB**
4:30 – 6:30 PM
Innovation Center at Saratoga, Inc.
16 Old Stonebreak Road, Malta

Admission: Free for Members nly

Join us for Crafted for Success, a dynamic Women in Business mixer designed to spark meaningful connections, inspire collaboration, and celebrate the power of women in business — all in the inviting, hands-on setting of the Innovation Center, a collaborative makerspace for all creatives & entrepreneurs.

Whether you're a seasoned entrepreneur, a creative side-hustler, or just starting your journey, this event is crafted (literally!) with you in mind.

Deal Me In: Valentine's Networking Night! **12 FEB**
4:30 – 6:30 PM
Saratoga Casino Hotel
342 Jefferson Street, Saratoga Springs

Fees/Admission: \$10 for Members

Held at Saratoga Casino Hotel, this event blends the excitement of casino-style fun with the power of professional connections. Whether you're looking to grow your business, strengthen relationships, or simply enjoy an evening out, this mixer offers the perfect mix of opportunity and entertainment.

LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB

February Friends and Family Mixer at The Adirondack Thunder **22 FEB**
1:30 PM | Puck Drop: 3:00 PM
Heritage Hall
1 Civic Center Plaza, Glens Falls, NY

Register: <https://form.jotform.com/260135651151144>

CAPITAL REGION CHAMBER

Business After Hours **11 FEB**
Armory Studios
125 Washington Ave.
Schenectady, NY

Fees/Admission: \$15
Online pre-registration required.
Event is open to Chamber members only.

Online registration will close at 12 p.m. on February 11. Walk-ins are \$20 and will be accepted at the door for members only.

MEETING POINT

Glens Falls Chapter **16 FEB**
11:00 AM
EOS Office
9 Broad Street
Union Square
2nd Floor, Glens Falls, NY

Saratoga Springs Chapter **19 FEB**
8:30 AM
Saratoga National Bank
171 S Broadway
Saratoga Springs, NY

AMA COFFEE AND CONNECTIONS

8:30 – 9:30 AM **26 FEB**
Kru Coffee
46 Marion Avenue
Saratoga Springs, NY

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



EPISODE 112

Designing Org Charts That Actually Work

In this episode, Mike and Derek sit down with Bill Tansey to break down why org charts are one of the most misunderstood—and most powerful—tools in a growing trades business. They dive into standard roles, functional accountability, and how to design an organization that supports real strategy instead of being built around the people you already have.



SCAN TO LISTEN!



EPISODE 111

Don't Get Stuck Self-Employed: Cashflow Quadrant

In this episode, Mike and Derek break down Part Two of the Cashflow Quadrant, focusing on the difficult transition from being self-employed to becoming a true business owner. They unpack leadership, systems, vision, cashflow realities, and the mindset shifts required to stop owning a job and start building a business.



SCAN TO LISTEN!



EPISODE 110

Turning Tragedy into Triumph

In this episode, Mike and Derek chat with Mason Hamilton as shares his incredible journey from excavator operator to president of Donnelly Construction, a leading traffic control company in New York State, revealing how hard work and resilience turned personal tragedy into triumph. Despite a paralyzing snowmobile accident, he continued leading and growing the business.



SCAN TO LISTEN!



EPISODE 109

Building a Profitable Print Shop

In this episode, hosts Mike and Derek sit down with Korey Chapman, owner of Little Moose Prints, to break down the realities of running a low-margin, labor-intensive business in a highly competitive market. Korey breaks down ten years of lessons in screen printing and embroidery, including pricing, managing production labor, investing in equipment, and building systems that keep jobs moving.



SCAN TO LISTEN!

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 61

How Downtown Dogs Is Redefining Local Pet Care

In this episode, host Matt Knoth sits down with Alisha Stosic, owner of Downtown Dogs Spa & Boutique, to talk about leaving the corporate world, opening a dog-focused business in downtown Glens Falls, and helping revitalize South Street. They discuss the challenges of starting out, the importance of community, and how pets can bring people together in powerful ways.



SCAN TO LISTEN!



SEASON 3, EPISODE 60

Scaling Real Estate the Smart Way with Brian Green

In this episode, Mike Nelson sits down with Brian Green, founder of Green Springs Companies, to break down how a single-property investment evolved into a vertically integrated real estate operation spanning development, property management, construction, and financial advisory. Tune in as they delve into scaling strategies, market pivots, calculated risk, and how a long-term vision drives sustainable growth.



SCAN TO LISTEN!



SEASON 3, EPISODE 59

Three Businesses, One Vision for Custom Design

In this episode, Mike Nelson sits down with Michelle and Tim Schultz to talk about their journey from corporate careers to building a multi-service home design business in the Capital Region. They discuss custom window treatments, interior design, windows and doors, and the launch of their new Glen Street showroom focused on high-touch local service.



SCAN TO LISTEN!



SEASON 3, EPISODE 58

Building Community Through Sales

In this episode, Mike Nelson sits down with Matthew Knoth to talk about his journey into sales, networking in the Capital Region, and what it really means to build relationships in a local business community. Matthew also shares his experience stepping into the fire, learning through rejection, and preparing to take on a bigger role with the Buying Local podcast.



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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 31

Movement as Medicine with Kali Meliski

In this episode, host Stephen Zabala sits down with yoga teacher and personal trainer Kali Meliski from Continuous Evolution to discuss mindful movement, functional training, and why fitness should support your life—not dominate it. They explore yoga, barre, strength training, and creative movement as tools for longevity, balance, and mental well-being.



SCAN TO LISTEN!



EPISODE 30

Recovery Matters More Than Your Workout

In this episode, host Stephen Zabala sits down with returning guest Patrick Campbell of Ecotone Performance Health & Fitness to explore movement, recovery, and what it really means to feel good in your body. They dive into flow-based training, nervous system regulation, and why rest, recovery, and intentional movement matter just as much as the workout itself.



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EPISODE 29

Building Habits That Last Through Individualized Fitness

In this new episode, host Stephen Zabala chats with fitness and nutrition coach Naiya Grec as she shares her unique journey from circus arts and dance to becoming a personalized lifestyle coach, emphasizing sustainable habits, listening to your body, and avoiding quick-fix myths. She and Stephen discuss strength training, running, goal setting, and the power of individualized nutrition over trendy diets.



SCAN TO LISTEN!



EPISODE 28

Staying Competitive for Life with Ken Rhodes

In this episode, host Stephen Zabala sits down with fitness coach and competitive powerlifter Kenny Rhodes for a deep dive into training, mindset, recovery, and how competition shapes a person both inside and outside the gym. Their conversation weaves through golf, powerlifting, motivation, burnout, and the pursuit of long-term progress with honesty and humor.



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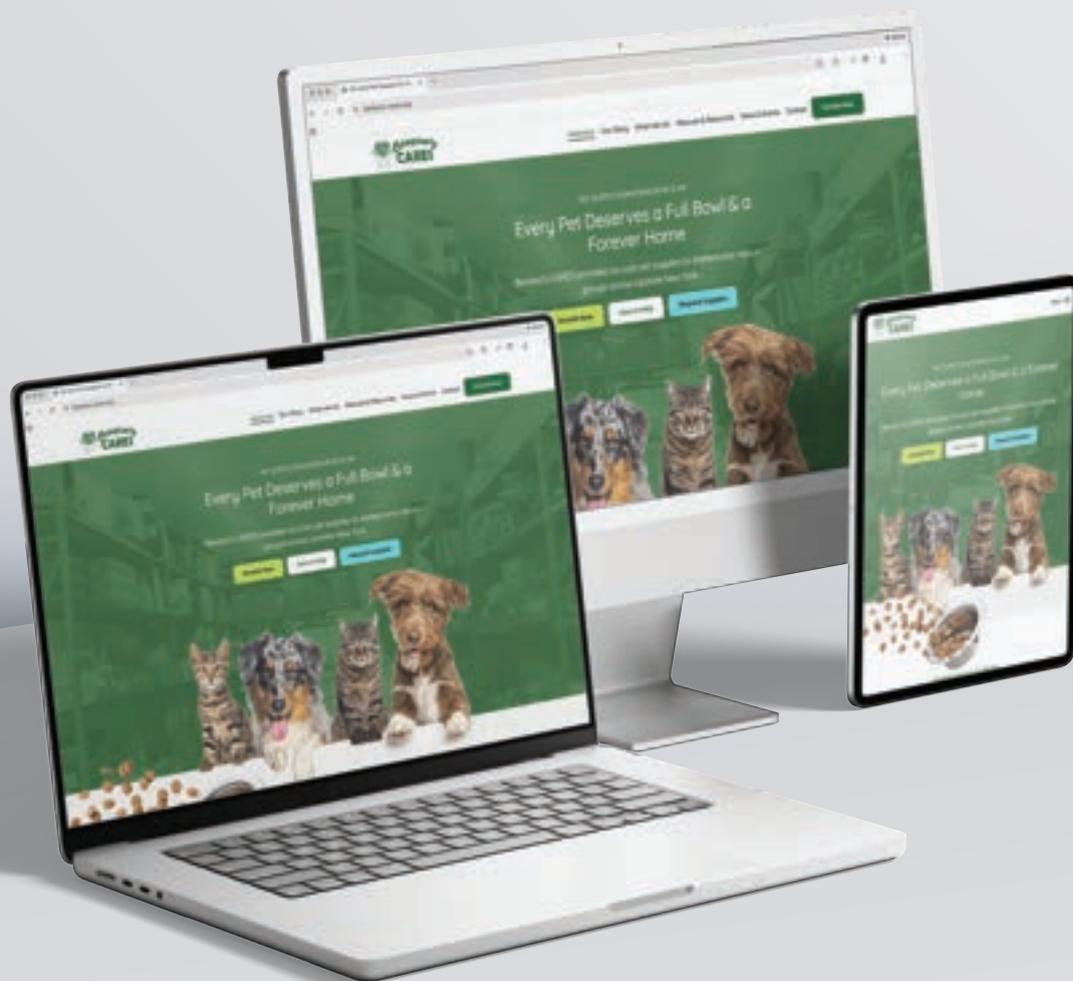
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