

Committed to economically viable communities and a rural quality of life



**DIRECTOR'S NOTE** .....

Welcome to the first edition of the Adirondack North Country Association's new e-newsletter. We hope this will provide a lively forum for sharing what's going on in the ANCA 14-county region.

Each monthly edition of the newsletter will highlight the people and organizations that make our region such a unique place to live and work and help to foster more self-reliant and entrepreneurial local economies.



And as we approach the holiday season, we urge you to support locally-owned businesses and regionally produced products. Research indicates that a dollar spent at a locally owned store is usually spent 6 to 15 times before it leaves the community. From

\$1.00, you create \$5.00 to \$14.00 in value within that community.

We will also keep you posted about the projects and programs that ANCA is involved with as well as interesting facts and information about our region. We are excited about this opportunity to open new lines of communication with you.

We WELCOME your feedback and ideas and are particularly interested in finding entrepreneurs, artisans, farmers, community leaders, organizations, young people, and others who are doing innovative projects or businesses, and making a difference in their communities. We will feature them in upcoming newsletters. Please send any comments or suggestions to [anca@adirondack.org](mailto:anca@adirondack.org).

— Kate Fish, Executive Director, Adirondack North Country Association

**DID YOU KNOW?**

**BUYING LOCAL**

Now that the holiday season is quickly approaching, keep locally owned businesses and regional producers in mind when making your shopping list:

**\$68** The amount of money from a locally bought **\$100** purchase that remains in the community.

**\$43** The amount of money that remains locally from a \$100 purchase from a chain store.

**\$179** The amount of money per square foot a locally owned business generates into the local economy.

**\$105** The amount of money per square foot a nationally owned business generates into the local economy.

**\$42.6 billion** The money generated if **50 percent** of the employed population nationwide spent **\$50** each month in locally owned, independent businesses.

Sources: the 3/50 project, [www.the350project.net](http://www.the350project.net), SUNY Plattsburgh Small Business Center.

**Shopping local: A comparison**

This graphic was published as part of a study, conducted by Local First of Grand Rapids, Mich., that looked at the impact of local business on the West Michigan economy.

The graph on the left charts what happens to a \$100 purchase made at a local business, compared to the right, which is a non-local, national chain store.



# WELCOME FROM ANCA PRESIDENT

Dear Friends and Colleagues:

We are pleased that you are reading this inaugural e-mail newsletter from the Adirondack North Country Association. This monthly communication will be an important new way for ANCA to connect with people interested in improving the quality-of-life of residents of the Adirondack North Country and the economic vitality of our communities.



I became president of ANCA in June and am pleased to be working with a strong board of directors and quality staff as ANCA begins to refocus its efforts toward new challenges and opportunities. I want to thank Don Caldera, whom I succeeded as ANCA president, for his hard work on behalf of our organization.

## ABOUT ANCA

- ANCA was founded in 1955 to help improve the region's economy.
- It began as an unstaffed network of regional business people focusing on the Adirondack Park and is now an organization with a highly capable staff focusing on a range of economic and community issues in all 14 counties north of the Mohawk River.
- This region includes the entire Adirondack Park, the Tug Hill Plateau, the northern Mohawk Valley, the Glen Falls-Saratoga-Northern Capital region, and the northern tier including the Massena, Malone, Plattsburgh, Rouses Point and areas north to the Canadian Border. We are bi-coastal between the great lakes of Ontario and Champlain.

This newsletter will help introduce you to our work, past and present, as well as to key organizations and businesses that make the Adirondack North Country the special place that it is.

To prosper in the future we will need to better understand the relationships between our rural places and urban centers, small and large businesses, universities, main streets and public lands, natural resources, visitors and residents.

At ANCA, we are in the process of building a broader and stronger alliance of private and public partners that will give this region the clout necessary to ensure that we share in the benefits of an improved Upstate economy. Please watch and comment on what we are doing. We hope you will find ways to get involved and to help support us in this important work.

With best regards,  
[Steve Erman](#), President of the Board

## New faces at ANCA

### ENERGY COORDINATOR

As Adirondack North Country Association's newest staff member, **Jamie Rogers** is coordinating the energy efficiency program, a first for ANCA.

Rogers brings a diverse range of skills with him to the position, most recently as mayor of Lake Placid. As mayor, Rogers oversaw village operations with a combined budget of more than \$15 million. Rogers achieved notable milestones such as creating the first year-round public transportation system for the village, served on the Spitzer/Patterson Commission for New York States Local Government Efficiencies, served on the New York State Conference of Mayors Executive Committee and was Co-chair of the Adirondack Climate Change Conference.

Rogers' success in energy efficiency programs for Lake Placid and his passion for energy efficiency led him to the position with ANCA. The Program will be carried



out under the leadership of Cornell Cooperative Extension of Jefferson County, in partnership with ANCA and the Council for International Trade, Technology, Education and Communication (CITEC) to help residents, businesses and communities in the Adirondack North Country take better advantage of NYSERDA's numerous and diverse energy programs. This partnership will provide energy education, outreach services and clean energy business development through implementation of NYSERDA's New York State Smart Communities Program within ten North Country counties. ANCA will assume program responsibility for the core of the region within the Adirondack Park.

[Jrogers@adirondack.org](mailto:Jrogers@adirondack.org)

### COMMUNICATIONS SPECIALIST

After working in print media for the past decade, **Melissa Hart** is excited to develop ANCA's communications approach with key constituents, stakeholders, and the general public across the 14 county Adirondack North Country region. She will support ANCA's

capacity to implement the Corridor Management Plans for seven byways and reach directly into cities, towns and villages to conduct regional marketing for fifteen NYS byway routes in ANCA's service area. Her duties include developing a communications strategy for the organization, as well as crafting news releases and correspondence with community Byways constituencies and assisting with ANCA publications.

Hart is proud of her North Country heritage, with three out of her four grandparents born and raised in St. Lawrence County. In her spare time, she is an avid gardener, and enjoys being outdoors with her husband, Ian Burcroff, and their two dogs.

[Mhart@adirondack.org](mailto:Mhart@adirondack.org)

### GRANTS COORDINATOR, PROGRAM ADVISOR

**Kara Page** is working with ANCA to help further refine two emerging program areas - Agriculture and Localizing



Regional Food Economies; and Energy. This will include identifying funding sources for ANCA, particularly in these two program areas, and helping ANCA with the grant applications. Page is a social scientist with 22 years of experience working with non-profits, government and international institutions, and the private sector in environment and community development. She has worked and/or lived in Southeast Asia, Africa, Central America, Eastern Europe, and the United States.

Among other regional activities, she is currently consulting grants coordinator and government relations advisor for The Wild Center Natural History Museum in Tupper Lake. Kara has successfully raised over 18 times her salary in 2008 and 2009 for Wild Center programming. She helped write ANCA's portion of the NYSERDA grant application for the Energy Smart Communities Coordinator program.

[Kpage@adirondack.org](mailto:Kpage@adirondack.org)



# Faces from the Region

In this feature, we shine a light on businesses, farms, artisans, and organizations that embody the spirit of the region.



The highlighted counties show ANCA's 14-county service region.



Photos courtesy of General Composites, Inc.

"General Composites designs and manufactures low-cost, high-end composite components for medical, aerospace, and sports industries. Future applications of composites abound, offering manufacturers around the world opportunities to enhance the function and durability of their products."

— From the company's website, <http://generalcomposites.com>.

## General Composites, Inc., Willsboro



**Jeff Allott**

**Number of employees:** 35 (including 2 part-time)

**President:** Jeff Allott

**Background:** Jeff Allott began the firm in 1990 with a partner in the Capital region before relocating to his hometown of Westport in 1995.

The move marked a change in goals from consulting to manufacturing. While General Composites, Inc. started as a design and consulting firm, the company moved to Westport to pursue manufacturing, Allott said. In 2008, the growing firm moved to a

larger building in Willsboro.

**What they make:** The firm began doing design work in 1990 on production for an improved America's Cup sail racing boat and emerged as a manufacturer of sports equipment in 1995. The product line has since expanded to include specialty items for the aviation, automotive, and medical industries as well as the military.

ISO (International Standards Organization) certification has been important in maintaining the firm's global competitiveness. There has also been a strategic choice to focus on the production of products which involve technologies or designs which are considered proprietary to the United States.

Most of what GC currently makes is for the medical industry.

"Recreational products, such as bike forks and canoe paddles, comprise about 20 percent of the business. And the rest are military and indus-



Above: Bike forks.  
Left: A communication antenna for aircraft applications.

trial applications," Allott said. Some of the military products started on the recreational side, such as a load-bearing backpack frame, he said.

**Advantages of doing business in the Adirondack region:** Lifestyle choices rank No. 1, and Allott cited the high quality of life found in the region. "It's great place to raise your kids, great place to make a difference," he said. "As a business, we are appreciated (by the community.) And people like to come visit us."

**Drawbacks:** Not many, he said, as the ability to transport and ship all over the country and world allows firms to operate from anywhere. Locally, the biggest drawback he experiences daily is lack of universal cell service. And sees the lack of region-wide broadband to be an inhibitor as well.

**On the web:** <http://generalcomposites.com>.

SAVE THE DATE: 25TH ANNIVERSARY

2011 Buyer Days

APRIL 6-7,  
SARATOGA SPRINGS, NY

[WWW.ADKNCCRAFTS.COM](http://WWW.ADKNCCRAFTS.COM)

# ANCA program updates

## SCENIC BYWAYS:

### MILITARY TRAIL PLANNING

Community leaders, business owners, economic developers, and representatives of tourism, culture, and historic preservation entities from Clinton, Franklin, and St. Lawrence met recently to launch the planning initiative for the Corridor Management Plan (CMP) for the Military Trail Scenic Byway.



The Military Trail Scenic Byway, as identified by the New York State Department of Transportation in 1992, currently runs from Rouses Point to Massena on Routes 11 and 37.

Stakeholders identified two key recommendations that will be presented to NYSDOT for consideration. First, the Military Trail Scenic Byway name should be changed, as the "Military Trail" label is not relevant to designated byway routes 11 and 37 and could create possible confusion with the existing Military Turnpike on route 190. Second, to maximize visitors' experiences of the distinct and special features of the North Country area, the route should be extended to include Potsdam and Canton.

This is the eighth in the series of New York State Scenic Byway management plans undertaken by the Adirondack North Country Association. ANCA has hired Fuller Communications, based in Malone, to manage the CMP development process, which is scheduled to take place over the next 8-10 months.

## FOREST ECONOMY:

### NORTHERN BORDER MEETING

Steve Erman, president of Adirondack North Country Association and Kate Fish, Executive Director, presented an overview of ANCA's involvement in Northern Forest initiatives at a meeting Oct. 25 hosted by the Tug Hill Commission.

## ANCA IN THE NEWS

Here's a look at some recent headlines:

■ **"TALK OF THE TOWNS"** profile in [Adirondack Explorer](#): ANCA Executive Director Kate Fish is the subject of a regular feature in the current issue (November/December) of *Adirondack Explorer*. Tom Woodman, *Explorer*

The Tug Hill Commission organized a series of conversations to coincide with a visit from Sanford "Sandy" Blitz, Federal Co-chair of the Northern Border Regional Commission.

Blitz talked about the formation of the commission and the economic development work it is undertaking in the Northern Border states of New York, Vermont, New Hampshire and Maine.

## ARTISAN:

### BUYER DAYS TURNING 25

Buyer Days — where shop owners buy handmade product and specialty foods directly from regional artisans and producers — is celebrating its 25th anniversary in 2011.

The two-day event will take place Wednesday, April 6 and Thursday, April 7, at the City Center in Saratoga Springs, N.Y.

### BENEFITS FOR BUYERS

- Shop owners, lodgings and eateries can buy foods and accessories directly from regional producers experienced in wholesale.
- Specialty foods, which have shown the most growth in sales, make up 25 percent of the show.
- Find product lines well suited for the outdoor settings of Northern New York and New England.
- Meet the makers and learn their stories.
- Save on shipping with order writing specials as well as cash and carry sales.

### BENEFITS FOR EXHIBITORS

- With a booth fee of only \$180, exhibitors take home an average of \$3,000 in orders and sales in only two days.
- Increase year-round earnings by



- producing best-sellers in quantity.
- Establish accounts with savvy giftshop owners who, over the years, have built an established, and growing, clientele dedicated to buying regionally made products.
- Use of Made in the Adirondack North Country brand. All Buyer Days exhibitors who comply with usage requirements receive logo materials. All benefit from ANCA membership for the year.

## AGRICULTURE:

### ANCA POSITION OPEN

The Adirondack North Country Association seeks a creative, self-motivated, experienced and knowledgeable person to manage and help build ANCA's agricultural program.

The position will have two primary responsibilities: 1) To manage the Grazing Lands Conservation Initiative Program in 12 counties. This program, funded by the United States Department of Agriculture - Natural Resources Conservation Services, provides technical, educational and related assistance to individuals who own private grazing land. 2) To develop ANCA's capacity to enhance the region's local food economy through partnerships with Cornell Cooperative Extension, Adirondack Harvest, and other key regional agricultural players.

A full description can be found at [www.adirondack.org](http://www.adirondack.org).

publisher, interviewed Fish on a variety of topics.

■ **Annual meeting coverage:** ANCA's 55th annual meeting generated a fair amount of media coverage.

Kate Fish and Crafts Program Coordinator Nadia Korths were interviewed by Todd Moe for a segment on North

Country Public Radio's Morning Edition.

The Adirondack Almanac blog featured a write-up on the meeting, as did the Press Republican and other media outlets.

Links to some of the stories can be found at [www.adirondack.org](http://www.adirondack.org).



## ANCA'S 55TH ANNUAL MEETING

# Panelists speak to art's role in driving economy



Melissa Hart/ANCA

On stage from left: Lynne Mishalanie of Utica Monday Nite, Nadia Korths of ANCA, Jesse Cottrel of Salem Art Works and Jill Breit of TAUNY were part of a panel discussion during the Adirondack North Country Association's 55th annual meeting that took place Sept. 23, 2010 in Raquette Lake

**T**wo sessions of "show and tell" from regional arts organizations and other creative professionals served as the capstone of Adirondack North Country Association's 55th annual meeting at Great Camp Sagamore in Raquette Lake.

Under the theme of "Harnessing the Economic Engine of Arts, Culture and History," representatives from both non-profits and small businesses shared their stories of how they found success in marketing an event or product.

The dual sessions, marked by lively "Q&A" seemed to inject the more than 80 audience members with a spirit of innovation.

Many of the positive comments after the event focused on the enthusiasm of the panelists and the one of

### ONLINE REPORT

Impact reports from area arts and cultural organizations can be found on ANCA's website at:

<http://www.adirondack.org/about/annual-meeting/impactreports>. All are invited to share by emailing Melissa Hart at [mhart@adirondack.org](mailto:mhart@adirondack.org)

the threads that ran between their presentations: Don't be afraid of change and to try "crazy ideas."

Stephen Svoboda, director of Adirondack Lakes Center for the Arts, spoke about the importance of taking risks and finding partners willing to share those ideas. Getting creative with partnerships can result in greater exposure for organizations and also allow a larger reach for events, which benefits both residents and tourists, he said.

"What we do has value and will bring people to our

communities," he said.

Steve Maselli of Old Adirondack spoke of the importance of creating a strong "Made in the Adirondack" brand as a way to unify and strengthen regional craft producers.

"If you build a value to being authentic, that puts you at a sustainable and unique position," he said.

Several of the panelists spoke to spurring an "If you Build it, They Will Come" mentality. When Lynne Mishalanie created the Utica Monday Nite series back in

1997, she had a vision for a strong cultural corridor in the Mohawk Valley. The summer arts series has now grown to the point where hundreds of people turn out for events, she said.

"Best ways to market is to create it."

The same spirit took over at the Salem Art Works, with what started innocently as a cultural heritage project involving a makeshift porch, said Associate Director Jesse Cottrel.

What began as a cultural history series where a visiting artist from the U.K. interviewed residents about their porches has taken on a life of its own. The model porch is now in demand, traveling to neighboring communities and starring in theatrical productions.

"The community took ownership of project," he said.

On the web: [www.adirondack.org](http://www.adirondack.org)