

Committed to economically viable communities and a rural quality of life



Local holiday shoppers. Photo courtesy of [Lake Placid Convention and Visitors Bureau](#)

DID YOU KNOW?

As we approach the holiday season, here are 10 Reasons to Shop Local:

- 1** Protect Local Character and Prosperity
- 2** Locally owned businesses contribute to local causes.
- 3** Local Decision Making
- 4** Keeping Dollars in the Local Economy
- 5** Job and Wages
Locally owned businesses create more jobs locally
- 6** Fostering Entrepreneurship
- 7** Local stores require comparatively little infrastructure relative to big box stores.
- 8** Environmental Sustainability
- 9** Competition
- 10** Product Diversity

Adapted from the [Institute for Local Self-Reliance](#). The complete list can be found here: <http://www.chooselocal.com/pages/why-shop-local>

Survey feedback guides future goals

The people have spoken. Two months ago, the Adirondack North Country Association put together a survey asking stakeholders and regional leaders to help us assess our presence in the region. Special emphasis was placed on gathering data about ANCA's mission, stature, effectiveness, and present and future role in the Adirondack North Country.

The Technical Assistance Center at SUNY Plattsburgh (TAC) helped design and implement the survey and conducted phone interviews.

We are using this input to help guide the development of a revised five year strategic plan, in order to best meet the needs of the communities and people we serve.

Here are some of the comments that speak to our place within the 14-county Adirondack North Country region:

"... there are shared characteristics ... People in Clayton and Blue Mountain Lake do have things in common; we are all a part of the great northern forest. ANCA should work on the notion of a strong regional identity."

"... The regional perspective that ANCA brings to many different projects allows them to provide a level of integration that crosses municipal boundaries."

"...(ANCA) is a unique North Country regional entity and there's no one else doing that in terms of promoting the quality of life in the region."

"ANCA has a role to play in providing the services to a unique



cultural and geographic area."

"... ANCA should become the umbrella that others can use to connect to the right resources in the region; requires a lot of bridge building."

"ANCA is uniquely positioned to provide economic and community development services in that area. It's one the reasons I've always been interested in ANCA and what they're up to."

WHAT YOU SAID

We received a lot of positive feedback from our inaugural issue of the newsletter. Here are a few of the comments...Also, many of you enjoyed the "buying local" facts. In honor of that, we have highlighted four of the many notable area artisans, on pages 2-3.

"Congratulations on the positive energy, excitement and insightful stories and active images of the new ANCA newsletter! Refreshing and needed! ... Time to raise the bar on our challenging, but very well blessed Adirondack reality and instead of the tired old griping, get to collaborative work. Your newsletter is doing just that! Great!"

"I just read your new newsletter, and I applaud you. Looks great.... completely explains what ANCA does and the context in which it works. I recommend that you send this newsletter far and wide. The timing is good for getting your specific messages across to community and business leaders. ANCA has been the quiet can-do organization for too long."

"I loved the e-newsletter and the work you all do. I especially liked the facts and figures quoted with the source from the 3/50 project and SUNY Plattsburgh."



Photo Courtesy of U.S. Army

Instead of getting that person-who-has-everything another tie or gadget, consider a gift made right here in the region. The recipient will appreciate the thoughtful touch and you'll feel good about supporting local businesses. Here's a look at four artisans, a handful of the many around the Adirondack North Country region who put a special emphasis on the holidays.

Text by Nadia Korths, ANCA Artisan Program Coordinator
nkorths@adirondack.org

Andrea Hill Pottery, Saranac Lake

Three years ago, Andrea Hill and her husband moved to Saranac Lake from a larger urban community because they enjoyed the surrounding nature and the sense of community. Her latest line of clay animals adorning her covered pots are figuratively very realistic and alive.

"I fire my pottery in an oxidation atmosphere in an electric kiln. Every piece is fired twice; first to about 1,800 degrees Fahrenheit, after which it is glazed and fired to about 2,200 degrees," she writes on her website. "Winter is cold here, so there is the added bonus of heating the house when pottery is fired."

This year, Hill took in an impressive amount of orders at ANCA's annual Buyer Days trade show, her first time attending. Her combination of great product and straight forward approach did her well.



CONTACT:

<http://andreahillpottery.com>
andrea@andreahillpottery.com
 Phone: 518.891.1639



Photo courtesy of Carol Smith Pynchon/TAUNYArchives

Jane Desotelle, Underwood Herbs, Brainardsville

Among the many things Jane Desotelle is known for, her fragrant and festive balsam wreaths stand out during the holiday season.

In a collaboration with Traditional Artists of Upstate New York (TAUNY), Desotelle has been making and selling wreaths through the Canton-based non-profit around the holidays. Information can be found at <http://tauny.org>.

In 2007, TAUNY presented Desotelle with its North Country Heritage Award, which honors a variety of living treasures in our region who show "evidence of traditionality, mastery, and creative commitment to their artform over time and a commitment to their community and the teaching of others."

The honor recognizes the craftsmanship that goes into Desotelle's work. The balsam for her wreaths and other balsam products, as well as most of the herbs for her teas, oils, and sachets, are harvested off her 100-acre homestead in the Northern Adirondacks.

Back in the 70s, Desotelle started giving away her herb tea blends to friends, then friends of friends, until local stores asked her for them. Thus began Underwood Herbs, and products include herbal teas (caffeine-free), handpainted teapots, essential and fragrant oils, sachets, balsam wreaths, and natural catnip.

Desotelle also is Executive Director of the Adirondack Farmers' Market Cooperative, Inc.

CONTACT:

www.underwoodherbs.com

Bill Rubar, Acorn Inn Gallery and Giftshop, Port Lyden

Bill Rubar is a great example of a native who came back to the region and is actively working within his community to achieve goals from which many can benefit. He restored the Victorian



house he lives and works in and in 2009 opened the Acorn Inn Gallery & Gift Shop in Port Lyden, Lewis County. The gallery, dedicated to promoting, exhibiting and educating the American Craft Movement in Upstate New York, represents over 40 artists, 80 percent of which are from Lewis County.

The shop will celebrate its second annual Holiday



Open House on Dec. 10-11. The gallery and gift shop will be open from 10 a.m. to 5 p.m. Friday and 10 a.m. to 7 p.m. on Saturday.

Along with snacks and special holiday gifts, shoppers can pick from a drawing to win 10-50 percent off their purchases.

Rubar is working toward creating a strong arts community, through creating a new nonprofit arts organization for Lewis County. He has a board of directors made of individuals who support the arts.

His work ethic is reflected in his studio practices and art. Rubar grew up in Lowville, a rural town in Lewis County, New York. Born into a Mennonite family with six children, he was raised in a cultural tradition that emphasizes a spiritual life, strong work ethic and integrated relationship with nature. This background has deeply influenced Rubar's work.



CONTACT:

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Mike Fitzgerald Saratoga Sweets, Saratoga Springs

With a year-round crew of 10 candy makers (that grows to 30 for the holidays), Mike Fitzgerald is committed to making fresh, tasty and traditional candy. He first opened for business in 1988 in Saratoga Springs and now proudly offers over 100 different types of chocolates, truffles and novelties.

Last holiday season, the business made more than 130,000 of their signature Peppermint Pigs, which have



been featured on the Food Network, the Today Show, Live with Regis and Kelly, and countless magazines and newspapers.

The Peppermint Pig, unique to Saratoga Springs, has its roots in the village's Victorian heritage. The pig is honored in Victorian holiday tradition as a symbol of good

health, happiness and prosperity, and the early Peppermint Pigs began as Yuletide tradition shared by family and friends.

After the holiday dinner, the Pig was passed among those gathered, each in turn giving the pouch a firm tap and sharing a tale of the past year's good fortune.

CONTACT:

www.saratogasweets.com
 Phone: 800.827.9060



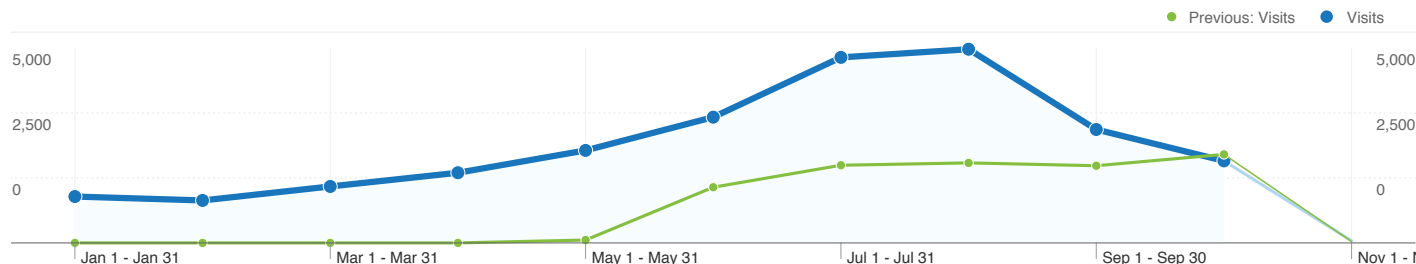
YEAR END REPORT SHOWS INCREASE IN SCENIC BYWAYS WEBSITE TRAFFIC

adirondackscenicbyways.org

Scenic Byways web traffic

Jan 1, 2010 - Nov 1, 2010

Comparing to: Jan 1, 2009 - Nov 1, 2009



As more and more people are using the Internet to research travel destinations, there has been a dramatic increase in new visitors since the site's launch last spring.

This graph, made using Google Analytics, shows traffic to ANCA's Adirondack Scenic Byways website, www.adirondackscenicbyways.org, from Jan. 1-Nov. 1 of this year (blue line), compared to the same time period in 2009 (green line).

At this time, the Scenic Byways website features three of the region's 15 Scenic Byways: the Adirondack Trail, Central Adirondack Trail and the Olympic Trail.

Currently, ANCA is redoing its own website to best serve and meet the needs of the region. The redesign should be unveiled in early 2011.

SUMMER TRAFFIC SPIKES

In looking at the Summer travel season for 2010 (May 1 – Sept. 1), visitor numbers appear to be 2 times higher this year: The average of 80 visitors a day during peak use in August, 2009 is now closer to 190 visitors/day August, 2010.

More than 200 people a day visited the Adirondack Scenic Byways website on a few days in mid-August. Daily page views peaked at 700 during that same period.

Most Popular Pages

Over 1,000 visitors viewed the webpage for the NYS Woodsmen's Field Days in Boonville. Among the other most popular events and attractions were:

- Million Dollar Beach State Park on Lake George
- Meacham Lake NYSDEC Campground near Malone
- Kunjamuk Cave near Speculator
- Middle Saranac Lake Beach Trail between Tupper Lake and Saranac Lake
- Tenant Creek Falls near Hope
- Whiteface Mountain Veterans Memorial Highway near Wilmington
- Woodsmen Lumberjack Days in Tupper Lake

ARTISAN

DEVELOPMENT

Workshop on Wholesale

Accounts: A workshop on "How to Establish and Maintain Wholesale Accounts" will take place from 10 a.m. to 2 p.m. on Jan. 22, at The Wild Center in Tupper Lake. Nadia Korths, ANCA artisan program coordinator and Josh Pratt, Wild Center giftshop manager, will present. Participants also receive a 45-page how-to-wholesale packet. Registration is \$35 and the form can be found at <http://www.adkncrafts.com/HowtoWholesaleWkshp.pdf>

■ **Registration opens for Buyer Days:** Artisans may now register for the 25th annual Buyer Days trade show taking place April 6-7 in Saratoga Springs. Go to www.adkncrafts.com for more information.

SCENIC BYWAYS

■ **ANCA highlighted in resource manual:** The Hudson River Valley Greenway partnered with the University at Albany to develop this "Building a Byway" Scenic Byway resource manual and directory that can be accessed on line: <http://csdagis2.cas.albany.edu/scenicbyway/index.html>

[scenicbyway/index.html](http://www.adirondackscenicbyways.org/staticassets/ANCA_Byways_Market_Trend_Report.pdf)

ANCA is referenced on Page 21 of the Guidebook and on Page 27:

Adirondack North Country Association Scenic Byways Marketing Analysis By Timothy Holmes and Susan Fuller http://www.adirondackscenicbyways.org/staticassets/ANCA_Byways_Market_Trend_Report.pdf. A report studying the market for scenic byways in the Adirondack Park. It discusses some of the features that are sought by tourists, areas where marketing efforts have fallen short, and makes recommendations for the future. This is an especially good resource for byways in the northern part of the state.



Photo courtesy of Downtown Decorations, located in Syracuse. <http://www.downtown-decorations.com>

ANCA ENERGY TIPS

By Jamie Rogers, ANCA Energy Program Coordinator
jrogers@adirondack.org

The holidays are fast approaching and if you are one of those practical shoppers, here are some money-saving ideas you may want to consider:

HOLIDAY LIGHTS

New York residents can save over \$30 this holiday season by decorating their homes with a variety of energy efficient lighting choices that are easy, safe, and last longer than traditional holiday lighting. Some holiday lighting options include:

- Fiber optic holiday lights – These cool-to-the-touch lights are a good choice for paths, trees, decks, patios and vaulted ceilings because fiber optic cables make it easier to access and maintain lights in hard-to-reach areas.
- Rope lights – These lights last more than 20,000 hours and make a safe choice for decorating trees, doors and windows.
- ENERGY STAR Candelabra Compact Fluorescent Lamps (CFLs) – These CFLs use about 75 percent less energy, produce the same lumens, and generally last 10 times longer than the average incandescent bulb. They can be used in candlesticks and menorahs instead of an open flame.

For a list of statewide retailers that sell energy efficient lighting products, visit www.GetEnergySmart.org or call toll-free 1-877-NY-SMART.

ENERGY STAR REBATES

The New York State Energy Research Development Authority (NYSERDA) is extending its Energy Star rebate program while funds are available. It is really quite simple. Get online and type www.GetEnergySmart.org. There you can find out about the program.

If “new appliances” are on your shopping list, better hurry. Due to a large number of rebate reservations that were never claimed, there are still funds available under New York’s Great Appliance Swap Out, but they are going fast.

For those thinking more practically, with winter coming, there are ways to cut heating costs. Most New Yorkers qualify for a free or reduced cost comprehensive, whole-house energy assessment or “energy audit” and low-cost financing through Home Performance with Energy Star and Green Jobs-Green New York.

If you have any question on this or any other NYSERDA programs, feel free to contact me by e-mail. Happy Holidays and remember, please be Energy Smart.



Above: the City of Watertown Goes Green With Its Holiday Display
<http://www.getenergysmart.org/Resources/SuccessStories.aspx>

COMMUNITIES SAVE WITH HOLIDAY DISPLAYS

From <http://www.getenergysmart.org/Resources/SuccessStories.aspx>:

Watertown: LED- based technology in the city’s holiday display cut energy consumption by 80-90 percent.

Ogdensburg: took a step in the right direction, finding ways to conserve energy without compromising services.

Saranac Lake: With decorations lit each year from the beginning of December until the end of Winter Carnival in February, LED holiday lights saves the Village an estimated \$3,300 each year.

ANCA APPLAUDS:

Note: This feature was developed as a way to spotlight "good news" happening around the region. Send suggestions and notices to mhart@adirondack.org.

PLATTSBURGH DEBUTS WINTER MARKET

Farmers around Clinton County and the surrounding area have teamed up to start a winter farmers market. Customers can place orders online from Sunday through 8 a.m. Tuesday morning, and pick up items at the market, which takes place from 3-6 p.m. Thursdays in the City Recreation Center on the Old Base Oval in Plattsburgh. During that time, vendors will have additional goods for sale for those who want to stop in and browse.

To see what is available and for more information, visit <http://plattsburgh.locallygrown.net/market>.

The Plattsburgh market is a nice companion to the Tri-Lakes Winter Harvest Market, which takes place from 10 a.m. to 2 p.m. on Saturdays through Dec. 18 at the Lake Placid Center for the Arts annex building. What other markets are starting around the region? Send us your notices.

LAKE PLACID RALLIES TO SAVE EMPIRE GAMES

Kudos to representatives from Town of North Elba, the Village of Lake Placid, the Town of Wilmington, the New York State Olympic Development Authority (ORDA), the Lake Placid Convention and Visitors Bureau, and the Whiteface Regional Visitors Bureau, who banded together at the end of November to step in and take control of the Empire State Games. As of this publication, community leaders from the Lake Placid region have said they would take charge of 2011 winter games, despite losing state funding.

"Our facilities and venue management were already prepared to host these events," said Ted Blazer, ORDA President, in a [news release](#). "The venues are set, our staff is ready, and we will pull off an exceptional Empire State Winter Games 2011."

RAILROAD MARKS 1,000,000TH RIDER

The Adirondack Scenic Railroad reached an impressive milestone in 2010 as it carried its one millionth passenger



Train in Thendara Depot

Photo by Tom Trencansky, Adirondack Scenic Railroad

earlier this year. To mark this special occasion, a "One In A Million" celebration took place at the Utica Train Station.

The railroad is in the midst of a fundraising campaign for numerous upgrades, including plans to fix 14 miles of track from Carter Station, just north of Thendara, through Big Moose up to Beaver River in Herkimer County. This fall, the Adirondack Railway Preservation Society was awarded \$200,000 in federal stimulus funds to go toward that goal.

The popular Polar Express ride, which drew about 11,000 people to Utica last year during the Christmas Season, is running Wednesdays through Sundays through Dec. 18. See <http://adirondackrr.com> for more information.



Plattsburgh Farmers Market Photo by Melissa Hart

SHOPS REPORT STRONG START TO HOLIDAY SEASON

From the [Adirondack Daily Enterprise](#): Many (Lake Placid) Main Street businesses reported improved Black Friday sales over last year's, making some feel optimistic about this year's Christmas shopping season and the economy in general.

Scott Delahant, manager of Lake Placid Christmas Company, estimated that his store's sales would probably end up about 25 percent better than they were on Black Friday 2009. "So far, we're on track to be better than last year," Delahant said. "So it seems like the economy's turning around a little bit."

Marc Galvin, co-owner of the Bookstore Plus, another Main Street business, shared Delahant's enthusiasm.

"We had our best Black Friday in over five years," Galvin said, estimating sales were up about 10 percent over 2009.

NEW PARK OPENS IN CARTHAGE

A new park in Carthage officially opened recently, on a historic site overlooking the Black River. Long Falls Park, on Riverside Drive in the village features a pedestrian bridge that connects the river bank with Guyot's Island.

According to the [Watertown Daily Times](#), The park has been built around the industrial ruins that remain on the island. The remnants of the Carthage water pumphouse and headrace, the National Paper Tissue plant, Guyots Island storehouse and Carthage Iron Works were repaired for safety reasons and their buildings preserved. A 2007 survey conducted by Hartgen Archeological Associates Inc., Rensselaer, categorized the buildings as archeological ruins. The ruins are blocked off by fencing.



www.landscapeandprospect.com/LongFalls.htm

The new Park is part of overall regional efforts focusing on the Black River including the Black River Scenic Byway, Black River Blueway Trail and the Black River Watershed Management Plan.

The full story can be found here: <http://www.watertowndailytimes.com>.

VOLUNTEER OPPORTUNITIES

It's annual appeal time again! We are looking for help in getting our letters in the mail.

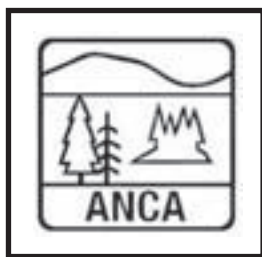
Anyone interested in pitching in for stuffing and sealing envelopes in our Saranac Lake office on Main Street

(in the Adirondack Bank building) is welcome to call 891-6200 or e-mail anca@adirondack.org. The letters will be ready next week. Volunteers will be rewarded with positive holiday energy and an abundance of snacks.

■ **Database manager:** ANCA is also looking for a volunteer to help us with some database management. The ideal candidate should be familiar with Excel and would be available a few hours a week to input

information into a master Excel database and to assist us in updates and integration into other applications.

If interested, call 891-6200 or e-mail anca@adirondack.org.



Established in 1955

Roger W. Tubby
Founder (1910-1991)

Stephen M. Erman
President

John K. Bartow, Jr.
Vice President

Ross S. Whaley
Secretary

Dale G. Brown
Treasurer

Richard R. Bird
Central Region VP

Paul M. Cantwell, Jr.
Northern Region VP

Michele E. Ledoux
Western Region VP

Ron Montesi
Southeastern Region VP

Kate Fish
Executive Director

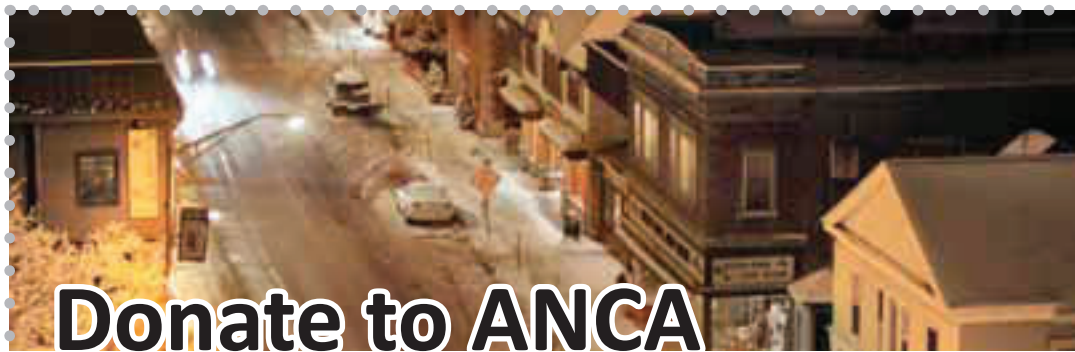


Photo courtesy of Lake Placid Convention and Visitors Bureau

"...(ANCA) is a unique North Country regional entity and there's no one else doing that in terms of promoting the quality of life in the region."

— From the October 2010 ANCA Rebranding Survey

A donation to the Adirondack North Country Association is an investment in our region. The Adirondack North Country is a special and unique place with dynamic needs and opportunities. We ask you to invest in our work. Your tax-deductible contribution goes toward building vibrant rural communities and resilient local economies and increases our capacity to be an advocate for the 14-county Adirondack North Country region.

NAME _____

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PLEASE SELECT LEVEL:

- | | | |
|---|--|---|
| <input type="checkbox"/> Renewal | <input type="checkbox"/> Promoters
(\$101-\$150) | <input type="checkbox"/> Partners
(\$301-\$500) |
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(\$151-\$200) | <input type="checkbox"/> Entrepreneurs Circle
(\$501-\$1,000) |
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Check enclosed (Make payable to Adirondack North Country Association or ANCA)

Charge my **VISA** **MASTERCARD** Amount: _____

Card no.: _____ Exp. date: _____

Adirondack North Country Association, 67 Main Street, Suite 201 Saranac Lake, NY 12983
518.891.6200, www.adirondack.org, anca@adirondack.org

Giving thanks to those who grow our food

By Melissa Hart,
Communications Specialist,
mhart@adirondack.org

This time of year, we are reminded of all the things we are thankful for, notably the abundance of good food available to us here in Northern New York.

We don't have to go far to find delicious homegrown potatoes, carrots and other root vegetables, cheese, eggs, and meat to share with family and friends.

So in honor of the holiday, we'd like to thank the many farmers across the region who put their energy into creating our food.

Farmers such as Roger Hastings, of Shady Hill Sheep and Wool Farm in Dickinson Center, Franklin County, whose fifth-generation farm is listed on the National Registry of Historic Places. In 1996, Hastings sold his dairy cows and switched to raising sheep. He sells about 25 freezer lambs a year to individuals and businesses locally and brings the rest of what he raises to market in Pennsylvania.

ANCA's agriculture pro-

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 shows ANCA's 14-county service region.

gram is committed to assisting farmers like Hastings in strengthening their operations, which are so important to our local and regional economies.

An ANCA member since 2001, Hastings worked with Martha Pickard, former ANCA Agriculture Program Coordinator, on a rotational grazing plan for his land. He also credits Pickard for connecting him with new venues for selling his lambs,

which include the Lake Clear Lodge and Eat N Meet Grill in Saranac Lake.

"ANCA put me in line with some of these programs. The staff members know the connections and places interested in buying a certain product," he said.

As a professional sheep-shearer, Hastings used ANCA for business advice as well. "Martha encouraged me to associate the Adirondack name with my business (Ad-

irondack Shearer)," he said.

In a partnership with Cornell Cooperative Extension, ANCA has applied for a grant that would create a study to identify new outlets for local food producers. The study would look at Plattsburgh, Lake Placid, Malone, Potsdam, Canton and Lowville as pilot communities for expanding local food opportunities.

Look for updates on this exciting project in upcoming newsletters.

WWW.ADIRONDACK.ORG