

## A MESSAGE FROM OUR PRESIDENT

Another successful event.

Paul Harrington, Ph.D., of Drexel University led a thought-provoking discussion of the regional economy and what STEaM education will mean for the region's future at the Hudson Valley Economic Development Corp.'s second annual State of the Hudson Valley Economy: Full STEaM Ahead! It was a packed house of more than 200 business professionals, government representatives, community members and academicians at SUNY New Paltz in June.

Next up is our Hudson Valley Beer, Wine, Spirits & Cider Summit on Oct. 14. It is hard to believe we are into our third year of this event. Leading American wine educator Kevin Zraly, founder of Windows on the World Wine School, will be our keynote speaker at this highly anticipated event. It will be special having someone of his professional stature who is also a native of the region, as Kevin is an Ulster County resident.

The event's setting is planned again for The Culinary Institute of America (CIA), featuring our popular "Thirst & Vine" tasting area. This year's event, however, offers three times the amount of industry-specific content as last year, as well as increased opportunities for networking in anticipation of even greater participation. Limited seating is available; to reserve your space, register for the event by visiting [HVBWCSummit3.eventbrite.com](http://HVBWCSummit3.eventbrite.com)

Come join us!



**Laurence P. Gottlieb**  
President and CEO  
Hudson Valley Economic  
Development Corp.

## Keynote Speaker Announced for Third Annual HV Beer, Wine, Spirits & Cider Summit



The Hudson Valley Economic Development Corp. (HVEDC) is proud to announce that the keynote speaker at its third annual Hudson Valley Beer, Wine, Spirits & Cider Summit will be leading American wine educator Kevin Zraly, founder of Windows on the World Wine School. The Summit will take place on Oct. 14, beginning at noon inside the spectacular Marriott Pavilion located at The Culinary Institute of America. Locally crafted beer, wine, spirits and cider will be offered at the Summit to attending entrepreneurs and industry suppliers, following their participation in an array of interactive discussions with leading experts related to the current climate and future opportunities of the Hudson Valley region.

"I am pleased to be

able to share my experiences and passion for wine with the distinguished craft beverage entrepreneurs of the Hudson Valley," said Zraly. "Throughout my career, I have come to firmly believe that there can always be more to learn about this important, challenging and rewarding industry."

Zraly is a world-renowned American wine educator who served as the wine director of One World Trade Center's Windows on the World restaurant for 25 years. He is the recipient of the esteemed James Beard Lifetime Achievement Award and has authored numerous industry-related educational books. Zraly is the founder of the Windows on the World Wine School, which has served more than 20,000 students since its inception in 1976.

"Kevin Zraly is at the forefront of American wine education, and we are honored to have such a distinguished speaker at our third annual Summit," said Laurence P. Gottlieb, president and CEO of HVEDC. "His commitment to leadership and dedication in the area of wine education serve as constant sources of inspiration to those looking to grow their own businesses in this field. Zraly's trailblazing career has paved the way for many regional entrepreneurs and suppliers in the alcoholic beverage industry today."

As the host of the Summit, The Culinary Institute of America (CIA) is excited to build on the success of past collaborations with HVEDC.



**Kevin Zraly, American wine educator, will give the keynote presentation at the Hudson Valley Beer, Wine, Spirits and Cider Summit on Oct. 14.**

# 'Bet On My Business' Academy; First-of-its-Kind to Launch in Fall

Initiative made possible through NYSEG grant



Food and beverage entrepreneurs across the Hudson Valley and beyond will benefit from the immersive onsite job shadowing and classroom training available to them through the "Bet on My Business Academy" program offered through Hudson Valley Economic Development Corp. (HVEDC).

Program participants will explore numerous topics pertaining to their businesses, while learning how to build the necessary infrastructure to sustain strong relationships with large, high-volume clients.

The pilot program, part of HVEDC's Hudson Valley Food & Beverage Alliance, aims to help local entrepreneurs in the food and beverage industries learn how to meet the needs of larger companies—including gaming facilities, hotels and other tourist destinations—that may wish to purchase their goods and services. The program was made possible through a generous grant from the New York State Electric & Gas (NYSEG) Corp, which previously invested in HVEDC's highly successful HV3D initiative.

"We are thrilled to receive this grant to help fund our innovative 'Bet on My Business' Academy, which will help local business owners address a very real challenge—how to scale up to effectively sell their products to significantly larger clients," said Laurence P. Gottlieb, HVEDC president and CEO. "The Hudson Valley food and beverage industry has seen tremendous growth in recent years, and we are excited to help these companies

better understand what it takes to sell to larger customers that will make consistent purchases at much higher volumes."

Jim Laurito, HVEDC board of directors chair, felt an initiative like this was the next logical step in HVEDC's mission to help businesses grow and thrive regionally.

"We believe this program will give business owners and executives the resources and knowledge they need to move their companies forward in meaningful and sustainable ways," said Laurito.

Joe Rizzo, NYSEG and Rockland Gas & Energy (RG&E) economic development and community relations manager, was looking forward to seeing the initiative's outcome.

"We believe that HVEDC's 'Bet on My Business' Academy will be a standout program that will have a real impact on businesses throughout the Hudson Valley, benefiting the regional economy and ultimately a program that could provide benefits across New York," he added.

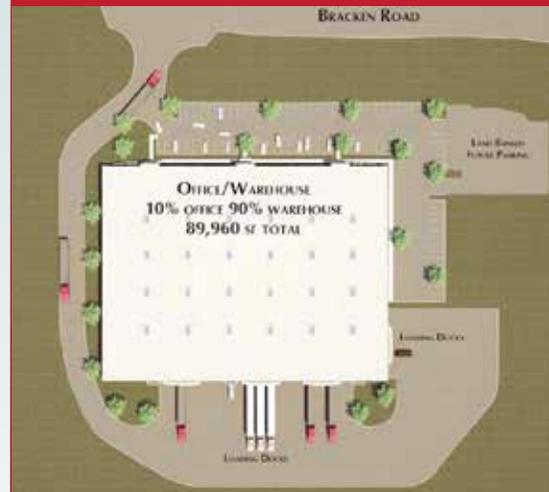
HVEDC is partnering with Hospitality Resource Group, a top hospitality training firm that has created customized programs for large companies such as Crowne Plaza Hotels and Resorts, Dolce Hotels and Resorts, Hilton Worldwide and Marriott International Hotels and Resorts, to develop the curriculum. Subject content will include culinary operations, sales and marketing, on-premise operations and purchasing, inventory and vendor management, among other important topics.

"As a growing company, we know how important it is to develop real-world business skills, and we are eager to develop the latest generation of promising entrepreneurs," said Robert O. Sanders, Jr., CMP, Hospitality Resource Group's chairman.

**For more information or to be considered for the pilot program, contact HVEDC at 845-220-2244.**



## Mansfield Commercial Real Estate



Shovel Ready ±10.77 Acre Site for ±86,960 Sq. Ft. Industrial Building

105 Bracken Road, Town of Montgomery (Orange County)

This shovel-ready site is located on the south side of Bracken Road, opposite the Montgomery Town Hall in the Town of Montgomery. The property is part of Montgomery Corporate Park, which is home to several large distribution centers including Staples. Located approximately one mile to Interstate 84, exit 5 and approximately eight miles to NY State Thruway ( I-87).

A ±10.77 acre parcel with final site plan approvals in place for a ±89,960 sq. ft. industrial and office building with exterior dimensions of ±346' x ±260'. The approved site plan can be modified to accommodate a user's specific needs. Major site work has already been completed.

**Contact:**

Mansfield Commercial Real Estate,  
845-294-1000 or  
info@MansfieldCommercial.com

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# CONVERGENCE

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**More than 200 business and government leaders attended HVEDC's second State of the Hudson Valley Economy: Full STEaM Ahead event in June; The discussion, led by Dr. Paul Harrington, was an interesting overview of the region's economy as well as STEaM education.**

## Full STEaM Ahead for a Brighter Future

Nationally recognized labor expert Dr. Paul Harrington of Drexel University led a thought-provoking discussion of the regional economy and what STEaM (science, technology, engineering, art and mathematics) education will mean for the region's future at the Hudson Valley Economic Development Corp.'s (HVEDC) second State of the Hudson Valley Economy: Full STEaM Ahead! More than 200 business and government leaders packed the room at the State University of New York (SUNY) at New Paltz for the event, which was the latest edition of HVEDC's popular Thought Leaders Master Series.

"Recently there has been a lot of focus on the Millennial generation in the Hudson Valley region, both with respect to their income and purchasing power, as well as an emerging source of labor supply in the region," said Harrington, the Director of Drexel University's Center of Labor Market and Policy. "Our findings suggest Baby Boomers remain the economic powerhouse of the region."

Harrington showed that Boomers have a 47 percent share of aggregate household income, compared with 33 percent for Generation Xers and just 5 percent for Millennials.

Harrington said that while incomes in STEM careers remain high, these jobs only account for 5 to 7 percent of employment in the region. Salaries from STEM occupations in the Hudson Valley averages are: computer science and mathematical science, \$84,773; architecture and engineering, \$85,072; life science occupations, \$98,756; physical science occupations, \$92,958; technical occupations, \$51,592. These compare with all employed positions in the Hudson Valley, \$53,520.

"HVEDC sees a clear process to integrating STEaM into the Hudson Valley's economy by elevating STEaM education across secondary and college-level academic institutions, and keeping those educated here in the Hudson Valley workforce. This will in-turn allow us to attract high-paying tech companies to the region and therefore create jobs to be filled by our own, STEaM-educated workforce," said Laurence P. Gottlieb, president and CEO of HVEDC. "Paul Harrington helped us to understand the state of the STEaM workforce in the region, what STEaM jobs are available in the region and what background is necessary for a STEaM career. He essentially enlightened us with an honest discussion about what our baseline is for STEaM careers."

As HVEDC encourages an increasing involvement in STEaM careers, the organization is looking at the current workforce as only one part of the equation. Driving interest in STEaM skills among even younger generations – as early as elementary school – is a critical part of ensuring the continued growth of the Hudson Valley economy for years to come.

"Bluntly, we need a better birth-to-death model to train, employ and keep residents actively engaged in the Hudson Valley economy at every stage of life," said Gottlieb.

Gottlieb added, "A STEaM-skilled workforce can make the Hudson Valley a hub for technological and science-based companies. As a result, these companies will create more high-paying, local jobs for our STEaM-skilled workforce. In time, we'll see our dedication to educating our community come full circle, as we move full STEaM ahead into a brighter future."

A panel discussion also focused on STEaM education by providing different perspectives representing academia, the technology community and manufacturing companies.

"Without a pipeline of talented people educated in STEaM fields, Hudson Valley manufacturers will not be able to compete in today's global economy," said Harold King, executive vice president of Council of Industry and a panelist at the event. "Manufacturing is an exciting and resurgent sector, and we need smart and creative people to work in it."

HVEDC also released its second annual HVEDC-JLL Business Climate Survey, which gauged the perceptions of 290 respondents – business and other leaders throughout the seven-county region. Perception in the Hudson Valley of the local economy is drifting lower as survey respondents are growing more negative than a year ago. For example, only 44 percent of respondents believe the Hudson Valley business climate is in neutral territory and 29 percent see it as positive, compared with 50 percent and 34 percent a year ago. Only 42 percent of respondents expect to increase hiring next year, compared with 50 percent a year ago who were projecting adding staff this year. Meanwhile, only 60 percent of those respondents also say that they are projecting revenue to rise in the coming year, compared with 66 percent who indicated that last year. More have moved into stable revenue projections (31 percent, compared with 22 percent a year ago).

**For complete results of the survey, visit [hvedc.com](http://hvedc.com)**

# HVEDC Wins Six Major Marketing Awards from NYSEDC

The ongoing marketing efforts of the Hudson Valley Economic Development Corporation (HVEDC) to promote regional economic development have been recognized with six major awards from the New York State Economic Development Council (NYSEDC).

HVEDC was recognized for developing and implementing a wide range of both digital and traditional marketing efforts, earning Best in Class awards in the website, annual report, multimedia advertising and printed advertising material categories, while also receiving an honorable mention in the multimedia advertising category. Additionally, HVEDC earned a certificate of excellence for producing its 2014 Business Climate Survey.

“We’re honored to have NYSEDC recognize our marketing efforts and be distinguished among so many others throughout New York State,” said Jim Laurito, HVEDC board of directors chairman. “The award-winning marketing strategies and materials we developed have helped position the Hudson Valley as a true economic hub statewide and across the region.”

In printed advertising materials category, HVEDC continued its campaign for the Hudson Valley Food & Beverage Alliance, developed with Focus Media of Goshen, its agency of record. The campaign featured local companies such as bobbysue’s nuts, Catskill Distilling Co., Bull & Barrel Brew Pub and FarmersWeb, along with the Shawangunk Wine Trail.

In the multimedia category, HVEDC received honors for its Digital Health Infographic video, which showcased how technology is changing the health care field at a rapid pace and shifting the Hudson Valley’s economy for the better. HVEDC also developed a video for the Food & Beverage Alliance’s Beer, Wine, Spirits & Cider Summit 2.0 event. Media partner Ellenbogen Creative Media of Kingston produced both videos.

In the website category, HVEDC was honored for the relaunch of the HVEDC.com digital platform, including a new and improved mobile version for users. Additionally, NYSEDC recognized HVEDC’s annual report, designed by Focus Media, featuring a “stitching together the fabric” regional economy theme.

“We aggressively promote the Hudson Valley through numerous channels to communicate business, government and academic sector initiatives and successes which boost our regional economy and create jobs,” said Laurence P. Gottlieb, HVEDC president and CEO. “While we are pleased with the results, our mission to promote Hudson Valley economic development is relentless. These awards are a reflection of the effectiveness of our marketing efforts, and continue an outstanding tradition of HVEDC producing award-winning work that gets real-world results.”



The New York State Economic Development Council awarded HVEDC with awards for Best in Class in the website, annual report, multimedia advertising and printed advertising material categories, as well as an honorable mention in the multimedia advertising category and a certificate of excellence for its 2014 Business Climate Survey.

# Alliance Spreads Across the Country

*Specialty Food Association and Restaurant Depot recognize Hudson Valley’s marketplace importance*

HVEDC’s Hudson Valley Food & Beverage Alliance’s reputation continues to be enhanced every time a new member joins the group.

Now, the Alliance’s standing has received the attention of international and national organizations through their recent memberships. The Specialty Food Association (SFA), an international not-for-profit business association fostering trade, commerce and interest in the specialty food industry, and Restaurant Depot, a national supplier of quality products to independent food businesses through a network of large cash and carry warehouse stores, have become participants.

This cluster initiative focuses on helping area food and beverage companies work together as strong partners and market their products nationwide. Members include food businesses, farmers, vegetable growers, beverage makers, distributors and other industry organizations.

“The Specialty Food Association is steadfast in our commitment to the success of those who bring specialty foods to the consumer,” said Ron Tanner, SFA’s vice president of philanthropy, government and industry relations. “There are many innovative food and beverage entrepreneurs in the Hudson Valley and we look forward to building a long-lasting relationship with them and the Alliance.”

Both organizations understand the importance of relationship building.

“The Hudson Valley is like a giant supermarket or farmland, ripe with a wide variety of produce and high-quality products,” said Stanley Fleishman, Jetto/Restaurant Depot CEO. “Working closely with HVEDC and the Alliance, we hope to tap into this marketplace and identify sources of food and beverage products that our customers need.”

The Specialty Food Association, founded in 1952, is composed of domestic and foreign manufacturers, importers, distributors, brokers, retailers, restaurateurs, caterers and others

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## Health Care and Higher Education: Economic Engines for the Region's Future

At the June board of directors meeting, HVEDC held its second Hudson Valley EDs & MEDs roundtable discussion at Adelphi University's Hudson Valley Center in Poughkeepsie. Top executives from some of the region's most prestigious health care organizations and medical educational institutions shared their opinions on the state of health care and higher education growth in the area, including Luke McGuinness of Health Quest, Dr. Lauren Mounty of Adelphi University, Jonathan Schiller of Orange Regional Medical Center and Keith Safian of Safian & Company, LLC (and former CEO of Phelps Memorial Hospital Center).

Among other points, it was noted that health care organizations and hospitals are the largest employers on an economic macro level and that big data and analytics will have a significant impact on their businesses. The group explored a wide variety of topics, opening the door for further discussion.

HVEDC is scheduling future roundtable discussions throughout the Hudson Valley including a major "Power Panel" discussion open to the public in March 2016. Join the Hudson Valley EDs & MEDs Facebook Page ([facebook.com/hudsonvalleyedsandmeds](https://facebook.com/hudsonvalleyedsandmeds)) for more updates on this exciting cluster development initiative.

## 225 Acres of Pfizer Campus Sold to Real Estate Developer



Pfizer has a buyer – a California-based real estate group – for more than 200 acres at its Pearl River campus. The group will turn the campus into a mixed use site for science, technology and other businesses.

A preliminary agreement is in place, but a price remains confidential. The purchase-sale agreement between Pfizer and Industrial Realty Group (IRG) was reached in May. The sale could be final by end of year, once the companies complete their due diligence.

Pfizer will sell 222 acres of the campus, but keep ownership of three buildings for research and development, totaling about 25 acres.

It will also lease back space needed for manufacturing.

The purchase is contingent on IRG receiving approval on its request to lower the assessed value of the site to a level that is competitive with other potential locations for tenants desiring this type of life sciences-related space.

"HVEDC has invested a significant amount of time and money into this massive project, because we believe this property will become a major hub of business activity that will benefit Rockland residents, if not the entire region," stated HVEDC President and CEO Laurence P. Gottlieb.

## Touro College Joins HVEDC Board



Dr. Kenneth J Steier, DO, dean of the Touro College of Osteopathic Medicine-Middletown Campus, has joined HVEDC's board of directors.

Touro's Orange County campus — called TouroCOM-Middletown — is designed to recruit students to the greater Hudson Valley area. Affiliations allow students to complete their rotations and residencies at local hospitals and offices. This local recruitment and training makes it likely they will stay in the area to practice medicine when they graduate.

"I support HVEDC's idea of bringing together the region's education and health care sectors because representatives of these two groups know what needs to be done to create health care jobs here," said Steier. "I look forward to making a positive impact not only in the region's economic development, but also in the good health of the people who live here."



**From Left to Right: Brian Powers, vice president of business development and marketing at Judelson, Giordano & Siegel, CPA, PC (JGS); Frank Giordano, III, partner at JGS and Robert J. Levine, Esq. of Corrigan, Baker & Levine, LLC discuss the challenges and opportunities in the craft beverage industry at HVEDC's Nibbles series event at Rocking Horse Ranch on June 29.**

HVEDC's key HV3D partner, SUNY New Paltz, operates the Hudson Valley Advanced Manufacturing Center (HVAMC), which is internationally-known for its unique digital design and fabrication curriculum, state-of-the-art facility and the team of experts who run the Center's many programs and provide an array of services – all part of the college's 3D printing-centric ecosystem. The Center fuses together innovation and artistic creativity with the college's other core strengths in engineering, computer science and technology. Beyond its academic mission, the HVAMC team works closely with outside business owners, entrepreneurs and inventors to supply them with personalized 3D design and fabrication services – assistance at a skill level so high, it is often hard to find across the country, not just in the Hudson Valley.

HVEDC interviewed three entrepreneurs that are utilizing the Center to turn their 3D visions into reality: Lisa Ghiotti, owner of Manhattan-based Bridal Bouquet Holders; Aaron Lown, owner of Industrial Craft in Newburgh; and Peter DiCapua, owner of APTO Engineering in Highland.



*Industrial Craft produces products that express a strong commitment to domestic manufacturing, bringing back the "craft of making" to American industries.*



*The Lisa Ghiotti Bridal Bouquet Holder was invented as a foundation for a bride's bouquet. The holder is handmade in sterling silver and features detachable jewelry charms for the bride to carry during the wedding and wear as jewelry afterward.*



*APTO Engineering assists individuals and companies seeking product development experts. From consumer goods to semiconductor tooling, APTO offers the experience and resources to design, prototype, fabricate and manufacture whatever is needed to evolve clients' ideas into fully functional items.*

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### What's the benefit of 3D prototyping to your business?

**Ghiotti:** Throughout the digital design and fabrication process, we were introduced to a variety of materials, which opened up a slew of design options, and ultimately allowed us to offer a high-quality, aesthetically-pleasing bouquet holder that's both functional and affordable.

**Lown:** This form of "rapid prototyping" has provided us with a way to develop product components simultaneously instead of sequentially. Throughout the development of our first product, the RAY Candle, 3D printing let us work with three vendors simultaneously on the design and production of the product's components where fit and tolerance were key. This ultimately helped us increase our speed to market and reduced the amount of errors typically found at the end of the new product development process, which often require tooling modifications that can add unwanted expenses to the overall development process.

**DiCapua:** Using the 3D printing process, I am able to provide my customers with prototypes in as little as a week, and save them collectively tens-of-thousands of dollars by eliminating unnecessary design changes, because you can better visualize problems holding a fabricated prototype part in your hand.

### What has 3D printing allowed you to do that you weren't previously able to do?

**Ghiotti:** The Bridal Bouquet Holder was originally handcrafted in sterling silver. Although beautiful, we were limited in size and design, with customization driving up the price. Working with 3D technology offers a broader array of design possibilities. These unique capabilities have allowed us to develop a library of designs each with distinctive elements and eye-catching aesthetics. With 3D design technology, we can now offer customized bouquet holders personalized with names, dates, inscriptions or go all out by creating a one-of-a-kind piece. This new process has reduced the development cost from thousands-of-dollars to hundreds, making a customizable product affordable for customers, which a key selling point in the bridal and special occasion market.

**Lown:** The digital design and fabrication process has been extremely helpful to our internal design team, because they can print a wider range of design iterations, which in turn, helps them better visually communicate with external partners such as engineers and manufacturers. A 3D print is worth a thousand words, or in this case, maybe two thousand.

**DiCapua:** I have been 3D printing for close to eight years, and it's literally changed the way we conduct business. We use multiple, in-house 3D printers, which means we can design quite challenging parts without worrying too much about costs or lead time given the printer's speed and lower price point per printed piece. In short, we can focus more on the customer and less on the process.



### Please explain your experience working with the HVAMC.

**Ghiotti:** We visited the HVAMC in August 2014 and met with the Center's director, Dan Freedman, and assistant director, Kat Wilson. With a tour and hands-on tutorial on how to use the technology, we knew the Center was the right place for proof-of-concept prototypes and small production runs – perfect for a start-up venture. From design assistance to printing and post-production, the HVAMC team produced bouquet holders that exceeded my expectations in both design and quality. With the technology rapidly changing, we foresee the need to constantly innovate new, unique Bridal Bouquet Holders for our customers, and I have no doubt that our partnership with the HVAMC team will help us achieve that goal.

**Lown:** It's so helpful for a business owner in my industry to have such a tremendous resource in the Hudson Valley. The Center provides me with the technical personnel I need to help create innovative product designs, which are essential in order to fabricate high-quality prints. Kat Wilson provided outstanding additional support, producing different design revisions the factory technicians needed in order produce my candle glass. In fact, my experience was so positive, I am looking forward to hiring New Paltz alumni, because they're just that good.

**DiCapua:** My experience with the college has been excellent in every single instance. I'm a "priority" for their team, and the high-quality of their work and attention to detail is a reflection of the Center's focus on my needs, not their own. I hope to work with them for a long time to come.

**Have a project for the Center? Contact Director Dan Freedman at [freedmad@newpaltz.edu](mailto:freedmad@newpaltz.edu) or (845) 257-3728**

## Alliance Spreads Across the Country

in the specialty food business with more than 3,000 national and overseas members. Its vision is to be globally recognized as the innovative hub of the food and beverage industry. Each year, SFA presents the annual "Specialty Outstanding Food Innovation" or "sofi" Awards, the industry's top honor in the \$109 billion specialty food industry.

Restaurant Depot, a division of Jetro Holding, LLC, is the leading low-cost alternative to traditional foodservice suppliers in 31 states. It has three locations in the Hudson Valley: Blauvelt in Rockland County, and Mount Vernon and Port Chester in Westchester County.

The company eliminates the overhead of a traditional distributor, focusing on the needs of independent foodservice operators and offering free membership, with a mission to be a one-stop warehouse

for savings, selection and service, seven days a week. There are no minimum purchase requirements. Members have the option to purchase many items by the piece, by the case or in five or more case quantities, saving on the unit costs accordingly.

"SFA is an incredible organization and their senior leadership views the Hudson Valley as a major economic development zone poised for considerable growth," said Laurence P. Gottlieb, HVEDC president and CEO. "We will provide them with an even greater regional presence, which will translate into phenomenal opportunities for regional business owners. We're equally thrilled to have Restaurant Depot join this group. Having a company of Restaurant Depot's size and scope recognize the Hudson Valley's growth as a major source for food and beverage products opens up incredible opportunities for the regional business owners in this industry."

## Finding Home Farm's Success is Defined by Doing What One Loves

When it was time to find a new path in life, Dana and Laura Putnam decided that making a living should focus on doing what they love best: Crafting artisan/organic maple syrup and creating a welcoming home.

And that's exactly what the Putnams did when launching Finding Home Farms. They built their Middletown business on the foundation of family and home. Taking inspiration from Laura's grandfather and his love of cardinals and the story of Noah's dove, the Putnams created a visual representation of the spirit behind Finding Home: The spirit of family, warmth and defining a space where those things come to life. The dove brought an olive branch home, but in the Putnams' case, a cardinal brings a maple leaf home.



"We have built a sugarhouse and online store so we can share these great passions with you," wrote Laura Putnam, who describes herself as a DIY maven, in one of her Finding Home blogs. Her blogs are intended to share ideas of home inspiration, DIY projects and other information to help readers create comfortable living spaces.

Dana Putnam, a former "backyard sugar maker" who grew up on a New Hampshire Dairy farm, he's taken taking his "sugaring" passion and made it his full-time vocation.

Now, Finding Home Farms has joined the Hudson Valley Food & Beverage Alliance, a cluster initiative of the Hudson Valley Economic Development Corp. (HVEDC).

The Food & Beverage Alliance focuses on helping area food and beverage companies work together as strong partners and market their products nationwide. The organization includes food businesses, farmers, vegetable growers, beverage makers, distributors and other industry organizations.

"Entrepreneurial food and beverage businesses such as Finding Home are stimulating economic development in the Hudson Valley," said Laurence P. Gottlieb, HVEDC president and CEO. "Dana and Laura Putnam are crafting maple syrup, running an online store and

sharing their 'do it yourself' ideas with consumers around the world. They truly represent the best of Hudson Valley business."

The Putnams are looking forward to new the opportunities made possible through Alliance membership.

"We were really excited to find out about this group," said Dana Putnam, who left his desk job to carry on the family tradition of creating delicious maple products. "We're new to the specialty food business, so we're looking to network with the industry. Hopefully, we'll be able to contribute to this great, growing food and beverage sector."

Finding Home Farms is a fourth-generation business.

"We're an Orange County business and we're very local," he added. "We put a lot of craftsmanship into what we do. We feel the trees in Orange County produce a great flavor. The soil and climate always contribute to the quality of maple syrup. If you want to collaborate with someone, do it local."



**Laura and Dana Putnam of Finding Home with their daughters in the family's sugarhouse.**

In addition to a quality product, Dana Putnam said it was equally important to contribute to the area's developing economy.

"We wanted to create our own business with the hope of generating jobs in the Hudson Valley," he added. "Maybe not a tremendous amount, but good jobs."

**To learn more, visit: [findinghomeonline.com](http://findinghomeonline.com)**

**Summer 2015**

4 Crotty Lane • Suite 100 • New Windsor, NY 12553

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