



Spring 2023 Newsletter

Au Sable River Valley Business Association

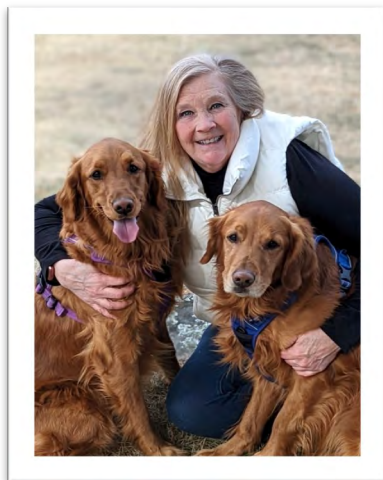
Welcome to the Spring 2023 Newsletter by Knut Sauer

It has been a busy winter and we have an exciting and very busy spring and summer coming up, with many events happening in the Au Sable River Valley. Please see the Upcoming Events section for details. I would like to encourage everyone to attend our Spring General Membership meeting, scheduled for May 16th, details to be announced soon. Our semi-annual membership meetings typically last about 1 ½-2 hours and are fun and highly informative. Being on the board and seeing big turnouts and engagement at the general membership meetings is motivating and brings a sense of fulfillment. ARVBA is a successful and growing organization, and as such our engagement and activities are increasing. Most of the work/activities we undertake is done by volunteers, and primarily by the board members. However, as we continue to grow this can be a bit burdensome on the board members tasked with a lot of responsibilities. Are you interested in getting more engaged? We are looking for additional board members and volunteers to serve on committees. If you are interested, contact info@ausablevalley.com for details.

I hope you will enjoy this newsletter; it is packed with interesting information and updates.

ARVBANY's April's Business Showcase – Everyone is Invited!!

ARVBANY would like you to join us at our April Business Showcase.



This will be an enlightening evening as we showcase the expertise and passion of Jackie Torrence, a licensed mental health counselor who

specializes in helping adults overcome past and present traumas, anxiety, depression, and other mental health challenges. Jackie is also a certified EMDR and EFT therapist, and utilizes animal-assisted therapy and aromatherapy in her practice. With a wealth of certifications and a deep commitment to helping others, Jackie is a trusted and respected professional in the mental health community.

Come and learn from her experience and expertise and discover new ways to improve your mental health and well-being. As Jackie's tagline says, she's dedicated to 'helping you get back on the path to good mental health'.

RSVP: Online at <https://ausablerivervalley.com/arvbany-april-showcase>

Date & Time

Wed. April 26, 2023usa
6:00PM | All Are Welcome.

Agenda:

- *Networking/Intros
- *About ARVBANY
- *Showcase
- *Tour

Location:

River Stone Wellness
It's My Time Mental Health Counseling Service, PLLC
1181 Haselton Road
Wilmington, NY 12997

All Are Welcome

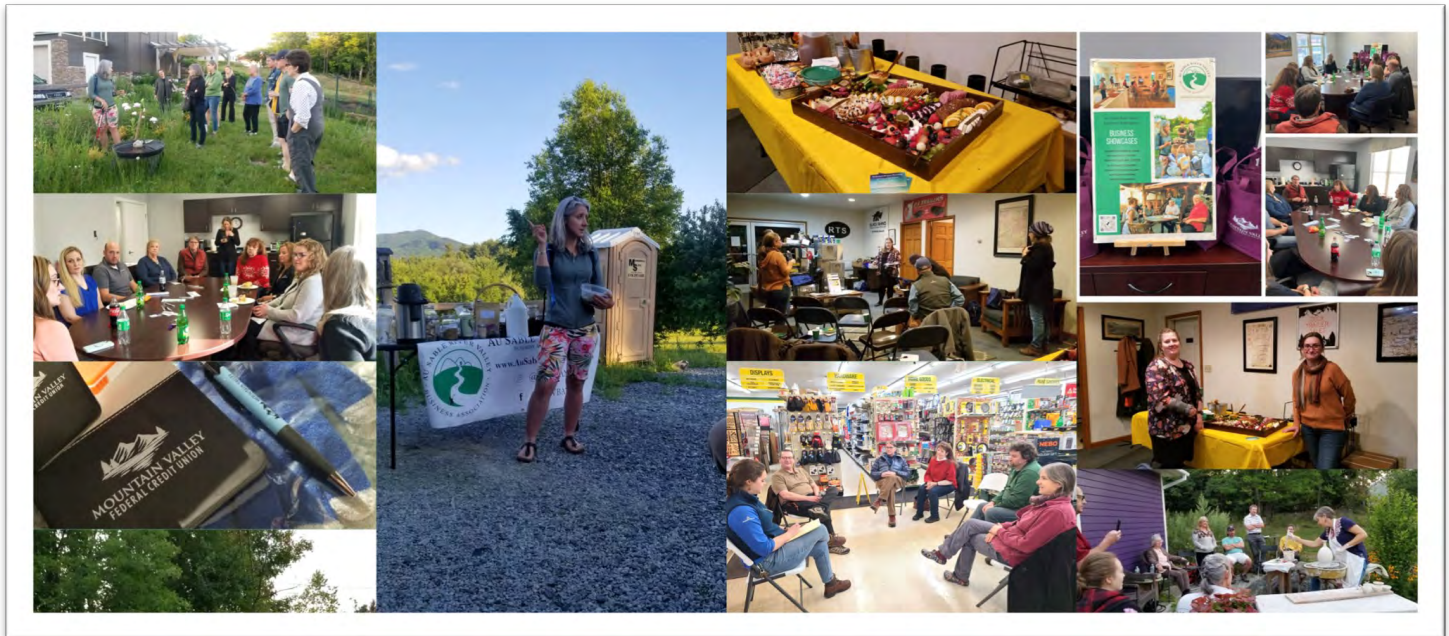
Light hors d'oeuvres, water, sparkling water will be served.

Business Showcases and Seminars

April's business show case will be held on April 26, see cover page for details. The committee tasked with organizing show cases and seminars are currently working on the summer showcase and seminar schedule, more to follow soon. Business show cases are open to the

public, and last about 1-1 ½ hr., are very informal, fun, and a great opportunity to network and learn more about the businesses in our area, and for the host to show case their business. They are easy to organize, and ARVBA committee members will help with the process and set it

up . We need to fill the pipeline with show case hosts, and hope you will reach out to us at info@ausablerivervalley.com if you are interested in hosting a showcase, or have an idea of a seminar and topic of interest.



Warrior Remedies, Mountain Valley FCU, Rock Trailer Sales, Ward Lumber and Young's Studio & Gallery

We Need Your Feedback!

The Au Sable River Valley Business Association was formally established in early 2021, and as such we are still in our "infancy" stages. We have grown and, we believe, been very successful in establishing our presence and in our outreach efforts. As we continue to grow, we want to make sure we are aligned with you, our members, goals, and expectations of the organization. Are we focusing our efforts in the right areas, what can we do better, and how ARVBA can bring more value to you?

We would welcome you to participate in a short survey, which you can find at <https://www.surveymonkey.com/r/59DFWZD> to share your feedback and help guide us in our journey together with you.

Thank you very much for your membership and support!



Looking to Reduce Stress, Increase Calmness, and Self Reflection?



Labyrinth Walking - Open to the community at 453 Hazen Road, Jay NY

Walking the labyrinth allows you to focus your thoughts and gain clarity and insight about your life. It acts as a mirror or magnifying glass through which we capture a glimpse of our inner workings. We can use the labyrinth walk as a practice

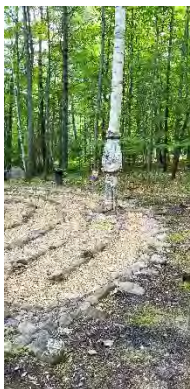
ground for learning the art of self-observation and then we can apply this skill to our daily lives.

It is important to take note of how you are feeling when walking the labyrinth. If you pay attention to how you walk you can learn a great

deal about how you live.

The ancients walked the labyrinth for good fortune, protection, empowerment, spiritual insight and a connection to the earth and nature. These reasons are still relevant today.

For more information, please call Lynn Edmonds at 518-524-7934



Au Sable River Valley Business Association Committees

With our growth in membership, activities, and impact, in order to get better organized and productive, the board identified and organized various committees. Over the last few months, we have set up charters and goals. Below please find a summary table of the committees. We are looking for volunteers to become committee members and help drive our initiatives forward. If you are interested in any of the committees, please contact us at info@ausablevalley.com for details. There will also be a presentation on the committees at the General Membership meeting on May 16th at which time you also can sign up to become a committee member.

Committee	Responsibilities
Legislative	Bylaws, legal/legislative matters/Nominations/Towns and other elected officials
Finance Committee	Financial oversight
Membership	Recruitment, member outreach (communication/engagement)
Communication/Marketing	Website, Social Media, Newsletter, PR, News posts, marketing
Events-Members	Showcases, Seminars, Networking lunches
Events-outreach	Fairs, Parades, etc.
Community Initiatives	Local business support, Downtown revitalization., "quality of life".
Outreach	ROOST, Whiteface Visitors Bureau, Essex County, and other organizations
Fund raising, Grant writing	Raise funds for Community initiatives and other initiatives

Au Sable River Valley Business Association Members as of March 31st.

Welcome New Members!!

Businesses

Orchard View Home Inspections, LLC
 It's My Time Mental Health Counseling Service, PLLC
 The Kira Witherwax Team

Adirondack Surveying PLLC
 Asgaard Farm & Dairy
 Ausable Theater
 AuSable Welding
 B.A. Straight Real Estate
 Christopher White, Architect
 Coldspring NY
 Collin McCullough, Insurance
 Ice Jam Inn & Restaurant
 Jay Community News
 Jay Craft Center

Smart Site Designs
 Spear, Martha Consulting
 Sugar House Creamery
 Tahawus Cultural Center
 To The Penny Bookkeeping
 Tomcat Woodcrafting
 Upper Jay Arts Center
 Ward Lumber
 Warrior Remedies
 Young's Studio & Gallery

Community Member

Carolyn Bowley

Business Members

20 Main
 Adam Coolidge, Real Estate
 Adirondack Mountain Retreats

Kira Witherwax, Real Estate
 Lunar Liquid Art
 Mountain Valley FCU
 River Hill
 Rock Trailer Sales

Community Members

Knut Sauer
 Jamie Cecilia
 Lynn Edmonds
 Scott Sheffield

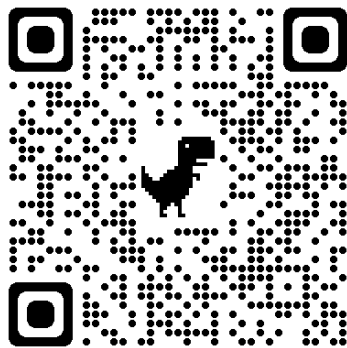


Au Sable River Valley Business Association

BOARD OF DIRECTORS

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 Katherine A. Giovacco, Secretary
 Jay Ward, Director
 Sue B. Young, Director
 Marisol Sauer, Director
 Kira Witherwax, Director
 Zoey Tyler, Director

PO Box 55,
 Au Sable Forks NY 12912
info@ausablerivervalley.com
www.AusableRiverValley.com



Au Sable River Valley
 Business Association

STAY CONNECTED

FACEBOOK:
www.facebook.com/ARVBANY

INSTAGRAM:
www.instagram.com/arvbany

@ARVBANY

OUR MISSION

The Au Sable River Valley Business Association is organized to achieve these objectives: Fostering business and community growth and development through economic programs designed to strengthen and expand the income potential of all businesses in the trade area; promoting programs of a civic, social, and cultural nature that are designed to increase the functional and aesthetic values of the community.

MEMBER VALUE

ARVBA strives to bring community members and local business owners together to help promote and support local businesses. Our Business Showcase events and Seminars are open to everyone and are a great opportunity to learn more about our local business owners and how their business's tie into the local economy. Please join us at our next business showcase event or seminar and explore what we have to offer!

Our member benefits include networking events, business show cases, seminars, marketing & advertising/promotional opportunities, newsletters, and assistance with finding the help your growing business needs. ARVBA participates in numerous events where we promote our members and the organization. With a focus on community events, outreach, collaboration with other organizations advocating and securing support for our region and members, drawing tourism into the area, and providing exceptional value, we are YOUR PARTNER- HERE TO LISTEN AND SUPPORT YOU!

Our membership numbers speak volume and together we will have a great and positive impact for our members and our region!