



Michael P. Hein  
County Executive



## ULSTER COUNTY OFFICE OF ECONOMIC DEVELOPMENT

### A Message from Ulster County Executive Mike Hein Unprecedented Investment in Roads and Bridges Fosters Economic Development

Earlier this year we announced Building a Better Ulster County - an unprecedented investment in the County's roads and bridges. The County is allocating \$3.5 million to leverage over \$10 million to fund infrastructure projects aimed at repairing, upgrading and replacing age-worn roads and bridges - many that were built in the post-World War II era. Because we've been fiscally responsible for the past six years we're able to accomplish so much.



For residents, this means safer travel across the County. For businesses it means more business. Improved roads and bridges foster commerce and economic development. For example, a new shoulder from the Bridge Street Bridge in Phoenicia into town will benefit residents as well as tourists who spend money in the village shopping and eating.

Similarly, improving the connection from the Rosendale trestle down to Main Street will cultivate business from the bikers, hikers and walkers who use the Rail Trail and visit the trestle. The same is true for widening the shoulder in front of the Ulster County Fairgrounds and replacing the Carmine Liberta Memorial Bridge in New Paltz. We are taking a new approach to public works with bridges in highly trafficked areas. Enhanced community involvement will play an important role to ensure that we protect our residents, tourists and businesses alike. These improvements also increase safety for drivers and pedestrians.

And all of these upgrades will help increase the flow of commerce throughout the County, and bolster economic development as well.

### Celebrating a Sampling of Ulster County's Entrepreneurial Successes

Please take a moment to read about these unique businesses, innovative manufacturers and pioneering business initiatives. I think you will find them to be inspirational and I look forward to celebrating these and other successes.

- **Veillette Guitars** (in Woodstock) are played by the best guitarists in the world...
- **Helopak Inc.** (in Shokan) makes an "Advanced Blade Restraint System" for the U.S. Navy and many others....
- **Ellenbogen Creative Media** (in Kingston) offers a cooperative production facility for creative people working in the digital technology realm...

Yours Truly,

Mike Hein  
Ulster County Executive

## Celebrating Ulster County's Entrepreneurial Successes

Spotlighting unique businesses, innovative manufacturers and pioneering business initiatives.

### Veillette Guitars

Woodstock, New York  
Veilletteguitars.com  
(845) 679-6154

Perusing the client list of musicians who purchased Veillette Guitars is like reading a "Who's Who" of the best guitarists in the industry. Some of the boldface names that stand out include:

Michael Anthony (Van Halen, Chickenfoot); Jeff 'Skunk' Baxter (Steely Dan / Doobie Brothers / session legend); Tom Chapin; Jeff Cook (Alabama); Ani DiFranco; Billy Gibbons (ZZ Top); Vince Gill; Mike Gordon (Phish); Jorma Kaukonen (Hot Tuna); Stefan Lessard (Dave Matthews Band); Matt Malley (Counting Crows); Dave Matthews; Mike McCready (Pearl Jam); Steve Miller; Joe Perry (Aerosmith); John Mayer; Todd Rundgren; John Sebastian; James Taylor; Eddie Van Halen; Brad Whitford (Aerosmith); Pat Wilson (Weezer); Terry Woods (The Pogues); and Rachael Yamagata; among many others.



"We position our guitars as tools, really," explained founder and owner Joe Veillette. "Our designs are simple, elegant and extremely functional, which is why I think that many musicians prefer them - especially session musicians and those we call, 'a musician's musician.'"

Veillette said he works to differentiate his custom-made guitars by focusing on creating instruments with "unusual sonic palettes." This includes "short-scale" 12-string guitars, and others that are "D" tuned. This approach to "new tonalities" is at the heart of one of Veillette's latest creations: the Avante Gryphon model. To a non-musician it has a mandolin-type of sound - and that's exactly what sets his guitars apart from others in the market.

Helopak Inc. is the maker of an "Advanced Blade Restraint System (ABRS)" that secures the main rotor blades of military and commercial helicopters - either in a folded configuration or extended out. The product features 10 components, is easily repaired and has a module design where each module can be replaced - simplifying maintenance and related costs, according to the company. The product is tested and approved by the U.S. Navy.

### Helopak Inc.

Shokan, New York  
helopak.com  
(845) 657-7272

Bruce Anderson, director of marketing and sales, said the company's primary customers include the U.S. Navy and the Australian Navy. "But we are now going after the commercial helicopter market, which is huge," he said. Anderson said it took 15 years to win over the U.S. Navy, and the commercial market is ripe with opportunity.

According to Market Research Reports, the global commercial helicopter sector - which includes light, medium and heavy-duty helicopters for use in medical, law enforcement, industrial and transportation segments - is expected to experience significant, "double-digit" growth over the next decade.

## Celebrating Ulster County's Entrepreneurial Successes

Spotlighting unique businesses, innovative manufacturers and pioneering business initiatives.

### Seven21 Media Center Ellenbogen Creative Media

Kingston, New York  
seven21media.com  
(845) 331-0551

Jeremy N. Ellenbogen, President and Chief Executive Officer of Ellenbogen Creative Media, which also operates the Seven21 Media Center in Kingston, says the Media Center is more than a place where business owners rent high-quality office and studio space. It's a cooperative production facility for creative people working in the digital technology realm.

"Seven21 provides entrepreneurs with an array of targeted resources and services," Ellenbogen said. "Our members feel at home and strengthen the sense of community existing here, just one of the things that make the Seven21 experience so distinct. This cooperative production facility is home for independent media and technology professionals from every facet of the industry. The media center offers a unique working environment for technopreneurs and allows these creatives to unite and share projects, resources and knowledge. There is a certain creative energy in the building and you can feel it as soon as you enter our doors."

Ellenbogen also added that the facility's "greenscreen is utilized frequently not only by members, but clients as well. The facility is equipped with a secure videoconference system, audio booths, control room, fiber data connectivity and a conference room adjacent to the café. The media center is within a minute drive from the New York State Thruway and easily accessed from New York City."



Meanwhile, Ellenbogen Creative Media is a full service production house that "serves companies of all sizes," he said. "Our hearts lie with helping people tell their compelling stories and attract new clients. Many companies make the mistake of hiring low budget, freelancers to create homemade YouTube videos. There are many uses for video today and it's important for businesses to secure a professional company who can ensure a high quality production. No two projects are alike and at Ellenbogen we take pride in our ability to create a video that meets our clients' needs."

For more complete information about the UCOED and its services, financing and incentives as well as programs - including a calendar of educational events for 2015, check out our website:

[ulstercountyny.gov/economic-development](http://ulstercountyny.gov/economic-development)

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[facebook.com/UlsterCountyOED](https://www.facebook.com/UlsterCountyOED)

Ulster County Office of Economic Development

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