

**OURTOWN**  
ADVERTISING

2012

WELCOME TO HOGEBOOMTOWN. PAGE 22. MAD COWS OR GLAD COWS? PAGE 38.

# OURTOWN

CLAVERACK COMMUNITY QUARTERLY



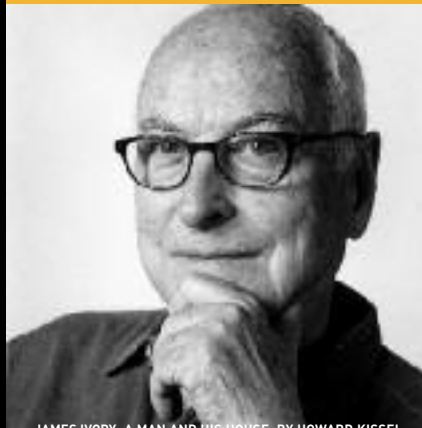
LAST OF THE SHAD FISHERMEN? BY LEILA PHILIP

ISSUE #1 / JUNE 2004

AN ARTIST'S ODYSSEY FROM PARIS TO CLAVERACK. WHAT IS A WREXENDER AND WHO ARE THEY? REMEMBERING EVERETT NACK 1728-2004. PICK YOUR OWN APPLES AND PEARS. 76 FLAVORS. ARCHAEOLOGY AND MYTHOLOGY OF SPOOK ROCK.

# OURTOWN

CLAVERACK COMMUNITY QUARTERLY



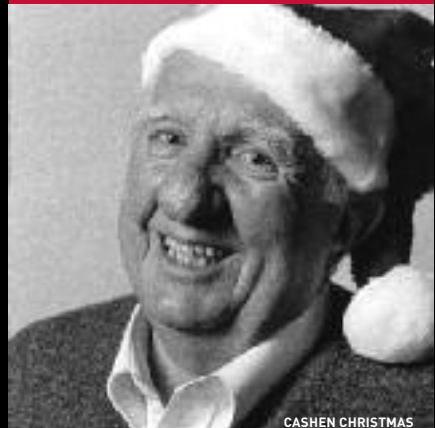
JAMES IVORY: A MAN AND HIS HOUSE. BY HOWARD KISSEL

ISSUE #2 / FALL 2004

I HEAR THE CHILDREN SINGING. YES, VIRGINIA THE PHILMONT SANTA CLAUS CLUB. SANTA IN CLAVERACK. BY LEILA PHILIP. CLAVERACK COOKS CHRISTMAS DINNER. NATIVE SON NATIVE AMERICANS

# OURTOWN

CLAVERACK COMMUNITY QUARTERLY



CASHEN CHRISTMAS BY KATY CASHEN

ISSUE #3 / WINTER 2004

THE AFFORDABLE HOUSE ISSUE

# OURTOWN

CLAVERACK COMMUNITY QUARTERLY



PAM KLINE'S TRADITIONS BY FAYAL GREENE

ISSUE #4 / SPRING 2005

THE LAND USE ISSUE

# OURTOWN

CLAVERACK COMMUNITY QUARTERLY



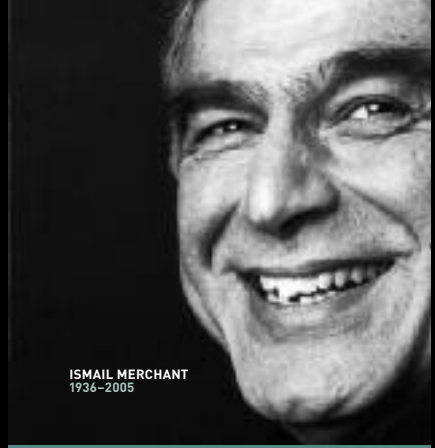
HANNA BAIL TWENTY-FIRST CENTURY FARMER

#5 / SUMMER 2005

THE ELECTION ISSUE

# OURTOWN

CLAVERACK COMMUNITY QUARTERLY



ISMAIL MERCHANT 1936-2005

#6 / FALL 2005

TOWN SQUASH TAXES ELVIS ALIVE IN PHILMONT MAIN STREET BORN BARN

# OURTOWN

CLAVERACK COMMUNITY QUARTERLY



PAT MANNING RAIL TRAILBLAZER

#7 / WINTER 2006

FRIENDS DON'T LET FRIENDS DRIVE DRUNK

# OURTOWN

CLAVERACK COMMUNITY QUARTERLY



LEON COOK LEADER OF THE PACK

#8 / EVERY LABEL Spring 2006

FRIENDS DON'T LET FRIENDS DRIVE DRUNK

# OURTOWN

CLAVERACK COMMUNITY QUARTERLY



VIRGINIA MARTIN ADVOCATE / COMMUNICATOR / CANDIDATE

#9 FALL 2006

FRIENDS DON'T LET FRIENDS DRIVE DRUNK  
JEAN GIBLETTE | HEALING WATERS | OUR HEALERS  
**OURTOWN**  
CLAVERACK COMMUNITY QUARTERLY



FOR THE  
**6,401**  
RESIDENTS  
OF CLAVERACK  
AND ALL  
BEYOND

**THE HEALING ISSUE**

#10 LATE WINTER 2007

FRIENDS DON'T LET FRIENDS DRIVE DRUNK  
THE ART ISSUE | SUN FARM | A DAY IN THE LIFE  
**OURTOWN**  
CLAVERACK COMMUNITY QUARTERLY



**BLACK PRINCE**  
THE WORLD OF  
MIHAIL CHEMIAKIN

#11 SPRING 2007

FRIENDS DON'T LET FRIENDS DRIVE DRUNK  
THE FOOD ISSUE: WHAT, WHERE, AND HOW TO EAT  
**OURTOWN**  
CLAVERACK COMMUNITY QUARTERLY



**JULIA PHILIP**  
OUR LADY  
OF THE APPLES

#12 LATE SUMMER 2007

FRIENDS DON'T LET FRIENDS DRIVE DRUNK  
THE COMPREHENSIVE PLAN: WHERE DO WE STAND?  
**OURTOWN**  
CLAVERACK COMMUNITY QUARTERLY



**THE  
FAMILY  
ISSUE**

#13 FALL 2007

FRIENDS DON'T LET FRIENDS DRIVE DRUNK  
ALPACAS, BEES, BUTTERFLIES, CATS, COWS, DOGS, RABBITS, SQUIRRELS...  
**OURTOWN**  
CLAVERACK COMMUNITY QUARTERLY



**THE ANIMAL  
ISSUE**

#14 WINTER 2008

FRIENDS DON'T LET FRIENDS DRIVE DRUNK  
THE FLOWERS OF CHILDHOOD BY KAREN SCHOEMER  
**OURTOWN**  
CLAVERACK COMMUNITY QUARTERLY



**THE CHILDREN'S ISSUE**

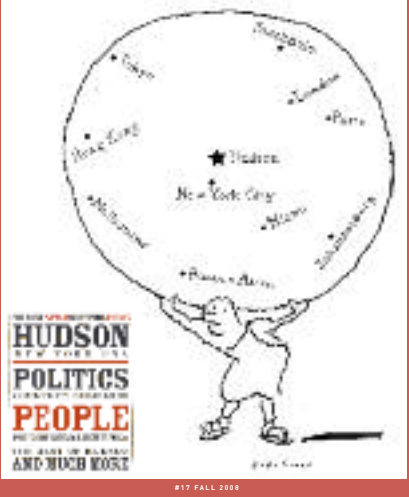
#15 SPRING 2008

FRIENDS DON'T LET FRIENDS DRIVE DRUNK  
**OURTOWN**  
CLAVERACK COMMUNITY QUARTERLY



#16 SUMMER 2008

OUR CITY THE HUDSON ISSUE  
**OURTOWN**  
CLAVERACK COMMUNITY QUARTERLY



#17 FALL 2008

FOUR CENTURIES THE HISTORY ISSUE  
**OURTOWN**  
CLAVERACK COMMUNITY QUARTERLY



#18 END OF WINTER 2009!

2009 COLUMBIA COUNTY FOOD ISSUE

# OURTOWN

**CHEZ JOSEPHINE**  
SARAH COOKE  
**DUELING DIETS**  
SALLY FALLON AND DR. TESHNA BEAULIEU  
**LOCAVORE'S GUIDE**  
TO COLUMBIA COUNTY  
**WHERE TO EAT OUT**  
WITHIN DRIVING DISTANCE  
**FARM GIRLS**  
ANTONIA JIMENEZ / FORD BAILEY  
**LETTER FROM**  
**LE PERCHE**  
COLETTE ROSSANT  
**SUGARIN' PARTY**  
KAREN SCHOEMER  
**SLOW MONEY/  
SLOW FOOD**  
JEAN-PAUL COURTENS  
**HOW MY (FOOD)  
GARDEN GREW**  
RUSSELL HATCH  
**CORN**  
LAURIE STONE  
**PLUS**  
WELCOME TO CLAVERACK  
TOWNSPEOPLE  
THE TALK OF OUR TOWN  
ON THE TOWN  
THE LIST



CLAVERACK COMMUNITY QUARTERLY / #11 SPRING-SUMMER 2009

COLUMBIA COUNTY TOURISM ISSUE

# OURTOWN

**OUR BIRDS**  
KAREN SCHOEMER  
**FRENCH  
CONNECTION**  
COLETTE ROSSANT  
**OUR LANDSCAPE**  
GLYNIS MCDARIS  
**VICKI & BECKY  
RIDE AGAIN**  
.....  
**CATSKILL'S  
CORNERS**  
TED HILSCHER  
**MY SUMMER  
VACATION**  
DEBBY MAYER  
**PHILMONT  
LABYRINTH**  
.....  
**HUDSON ON ACID**  
RICHARD TOON  
**PLUS**  
WELCOME TO CLAVERACK  
TOWNSPEOPLE  
TALK OF OUR TOWN  
ON THE TOWN  
ELECTION SECTION  
**OUR COUNTY**



PUBLISHED QUARTERLY IN CLAVERACK, NEW YORK 0124 / #23 FALL 2010 / FREE THROUGHOUT COLUMBIA COUNTY AND SLIGHTLY BEYOND

COLUMBIA COUNTY THE ENVIRONMENT ISSUE

# OURTOWN

**CLIMATE CHANGE  
IN CLAVERACK**  
BY DEBBY MAYER  
**LEARNING TO  
FEED OURSELVES**  
BY DAVID GARGILL  
**CLEANUP OR  
WHITEWASH?**  
BY DAVID GARGILL  
**THE BULLET  
WE DODGED**  
BY DAVID GARGILL  
A CONVERSATION WITH  
**ELIZABETH  
KOLBERT**  
**THE DEER  
PROBLEM**  
BY DAVID GARGILL  
JACOB BRACKMAN ON  
**ATTITUDE**  
**A SEA CHANGE**  
BY DAVID GARGILL  
**PLUS**  
WELCOME TO CLAVERACK  
TOWNSPEOPLE  
TALK OF OUR TOWN  
ON THE TOWN  
ELECTION SECTION  
**AN ENVIRONMENTAL ATLAS**



ROBIN ANDREWS  
TOWN SUPERVISOR

PUBLISHED QUARTERLY IN CLAVERACK, NEW YORK 0124 / #25 BY WINTER 2010

# OURTOWN

THE ARCHITECTURE ISSUE



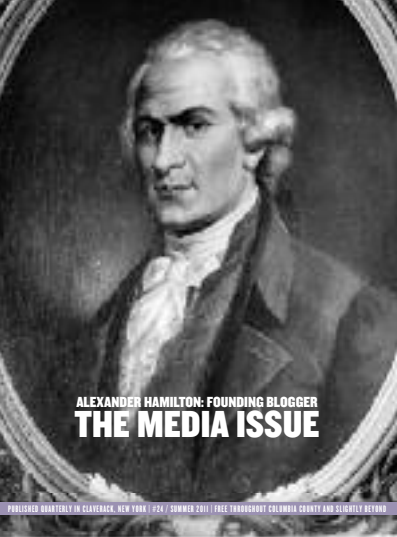
PUBLISHED QUARTERLY IN CLAVERACK, NEW YORK / #22 SUMMER 2010 / FREE THROUGHOUT COLUMBIA COUNTY AND SLIGHTLY BEYOND

# OURTOWN

# LOSS

PUBLISHED QUARTERLY IN CLAVERACK, NEW YORK / #23 FALL 2010 / FREE THROUGHOUT COLUMBIA COUNTY AND SLIGHTLY BEYOND

# OURTOWN



ALEXANDER HAMILTON: FOUNDING BLOGGER  
**THE MEDIA ISSUE**

PUBLISHED QUARTERLY IN CLAVERACK, NEW YORK / #24 / SUMMER 2011 / FREE THROUGHOUT COLUMBIA COUNTY AND SLIGHTLY BEYOND

# OURTOWN

## ADVERTISING

### WHAT IS OURTOWN?

A quarterly magazine in two-color tabloid newspaper format, published in Claverack, New York. Our content consists of in-depth, high-quality writing and photography about local people, places, politics and culture. Our mission is to celebrate, penetrate, and elevate Columbia County, a large part of which means encouraging local residents to patronize local businesses.

### WHY ADVERTISE IN OURTOWN?

- ▶ Because it's the most innovative, interesting, entertaining, well-written and designed local magazine in the region.
- ▶ Because it's distributed throughout Columbia County, and slightly beyond (western Berkshire, eastern Greene, northern Dutchess).
- ▶ Because our editorial-to-advertising ratio is higher than other local publications, often three times as high, which makes every ad more noticeable and memorable.
- ▶ Because our pages are designed to showcase ads—the same-sized ads are always on the same page, which also makes your ad more noticeable, not to mention attractive.
- ▶ Because it's published quarterly, so your ad works for a whole season, not a day, a week, or a month.
- ▶ Because we write and design ads distinctively at no extra charge.

### WHO READS OURTOWN?

From what we're told, old timers and newcomers, full timers and weekenders, farmers, lawyers, teachers, carpenters, artists, homemakers, shopkeepers, and just about everyone else in Columbia County. We have over 270 distribution points (see list on page ?) in every town and village in the county, including over 70 in Hudson alone, and more in Berkshire, Dutchess and Greene Counties. Each issue prints 7000 copies, reaching an estimated readership of 20,000. And, like other periodicals that provide timeless writing and resources, OURTOWN tends to linger on coffee tables. In fact, many readers tell us that they save every issue.



## OURTOWN

### WHO PUBLISHES OURTOWN?

Enid Futterman and John Isaacs, co-publishers and editors, two full-time Claverack residents with decades of writing, editorial, and design experience in the fields of magazine and book publishing and advertising. Multi-award-winning advertising copywriter Enid Futterman is also author and photographer of *Bittersweet Journey*, and librettist of *I am Anne Frank*, *I Remember*, *Yours*, *Anne*, and *Portrait of Jennie*. John Isaacs, also designer of OURTOWN, is President of John Isaacs Design and John Isaacs Books, Design Director and board member of White Box, a premier alternative art space in New York, former Managing Editor of *Lapis* magazine, and 2009 Graphis Gold Award-winning designer of *Berkshares*, the local currency of Berkshire County.

### WHO CONTRIBUTES TO OURTOWN?

Our writers and photographers' bylines have appeared in *The New York Times*, *New York Magazine*, *The New Yorker*, *Harper's*, *The New York Daily News*, *Life*, *Gourmet*, *O:The Oprah Magazine* and *House and Garden*. Many are the authors of their own works of fiction and nonfiction.

### WHAT'S IN OURTOWN?

- **The Post** *Letters from our readers*
- **Welcome to Claverack** *Profiles of recent arrivals to our town of Claverack*
- **Editorials**
- **Townpeople** *Photostories about Columbia County residents wherever they gather*
- **The Talk of Our Town** *Short pieces of topical interest*
- **On The Town** *Reviews of regional and New York City performances of theater, dance, music*
- **Remember** *Tributes to special people who have lived and died here*
- **The List** *A comprehensive list of Claverack and Claverack-owned businesses, services, resources, and organizations*
- **The Last Word** *A personal coda*

### WHAT ELSE?

Articles about anything and everything to do with local life—local food, local farms, local business, local history, local heroes, local kids, local government, local politics, local schools, local houses, all conforming to the theme of a particular issue. Issues past include: Media, Loss, Architecture, Environment, Tourism, History, Hudson, Children, Animals, Family, Art, Healing, Food, Election, Land Use, Affordable Houses.

## ADVERTISING RATES

Full page	\$1050	\$900*
Back cover	\$1200	\$1000*
Half-page horizontal	\$600	\$500*
Half-page vertical	\$600	\$500*
Quarter page	\$360	\$300*
<i>The List/Listings</i> pages display ad	\$125	\$100*
<i>The List/Listings</i> pages double display ad	\$250	\$200*

\* CONTRACT ADVERTISERS (FOUR ISSUES)

## AD SIZES

All measurements are in inches height by width:

Full page (bleed)	15.75 H x 10.625 W
Full page (no bleed)	14 H x 9.125 W
Half-page horizontal	6.875 H x 9.125 W
Half-page vertical	14 H x 4.5 W
Quarter page	6.875 H x 4.5 W
List pages display ad	2.625 H x 3.125 W
List pages double display ad	5.5 H x 3.125 W

## PRODUCTION SPECIFICATIONS

If you choose, we will write, design and typeset ads free of extra charge. All you have to do is supply information or rough copy and any images you want to include for scanning. You may mail or email text and images. If emailed, images should be in PDF, TIFF or EPS format at 300dpi resolution (150 line screen). Proofs will be faxed or mailed to advertisers for approval before publication. Please note that ads created by OURTOWN are for use in OURTOWN only, but we're happy to adapt ads for another publication for a reasonable fee. If you prefer to send a finished ad, it should be submitted as a Mac Quark file, together with images and fonts, or as a high resolution (300 dpi) PDF. OURTOWN is printed using black and one spot-color ink.

## CLOSING DATES

#25 WINTER 2012	January 15, 2012	(Publication February 2012)
#26 SPRING 2012	April 15, 2012	(Publication May 2012)
#27 SUMMER 2012	July 15, 2012	(Publication August 2012)
#28 FALL 2012	October 15, 2012	(Publication November 2012)

*Deadline for finished ads or copy one week after closing dates.*

## PAYMENTS, CHARGES, GENERAL

Full payment must accompany materials and orders for all first-time ads. US dollar checks, payable to OUR TOWN LLC should be sent to PO Box 833 Claverack NY 12513. All bills are due upon receipt.

There will be an interest charge of 1.5% per month on overdue accounts. Rush charge: \$100 for any material received after deadline. Cancellation fee: \$100 for any ad canceled after deadline. No cancellation will be accepted after the magazine has gone to press.

We reserve the right to decline any ad. In the event of an error, OURTOWN's liability shall not exceed the cost of the space occupied by the error. The publisher is not liable for delays in delivery or for nondelivery or any condition affecting production or delivery in any manner. Original art will be accepted only at customer's risk.



## DISTRIBUTION

### COLUMBIA COUNTY

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#### ANCRAM

Ancram Opera House  
Ancram Post Office  
Firehouse Deli

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#### ANCRAMDAL

Ancramdale Post Office  
The Farmer's Wife  
The Pond

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#### AUSTERLITZ

Austerlitz Post Office  
Mobil Mart  
O's Eatery

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#### CANAAN

Canaan General Store  
Canaan Post Office  
Canaan Truck Stop  
Corner Deli  
Red Line Engineering

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#### CHATHAM

Beach & Bartolo Real Estate  
The Berry Farm  
Chatham Bookstore  
Chatham Real Food Co-op  
Chatham Wine  
Columbia Land Conservancy  
The Grainery  
The Kinderhook Group  
Our Daily Bread  
Peint o' Gryw  
Ralph's Pretty Good Café  
Re-wraps

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#### CLAVERACK

Agway  
Claverack Food Market  
Claverack Free Library  
Claverack Package Store  
COARC  
Cobble Pond Farms  
Columbia-Greene Humane Society  
Columbia Magnetic Imaging  
Columbia Memorial Hospital Rehabilitation Services  
Coyote Flaco  
Ginsberg's  
Grace Post Real Estate  
Hudson Orthopedic

Hudson Valley Foot Associates  
Martindale Diner  
Meltz Lumber  
Miracle of Health  
Red Apple Realty/Insurance  
Reformed Dutch Church  
Scarecrow Farm  
Traditions  
Valley Oil  
Village Dodge  
Xtra Mart (23/9H)  
Xtra Mart (23/Martindale)

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#### CLERMONT

Blue Stores Hotel & Restaurant  
Clermont Gift Shop  
Xtra Mart (Route 9/31)

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#### COPAKE

Ameristore (22/3)  
Copake Pharmacy  
Dad's Copake Diner  
North Mountain Farm Organics

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#### COPAKE FALLS

Copake Falls Post Office  
Depot Deli  
Taconic Wayside Inn

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#### CRARYVILLE

Craryville Post Office  
Taconic Hills High School  
Taconic Hills Middle School

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#### EAST CHATHAM

Classic Country  
East Chatham Wine and Spirits  
Slattery's Country Store  
Vantage Point Realty  
Xtra Mart

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#### GALLATIN

Elizaville Deli  
Elizaville Diner  
Elizaville Laundromat

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#### GERMANTOWN

Red Barn Diner  
Stewart's  
Sunoco

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## DISTRIBUTION

### **GHENT**

Art Omi  
Dells' Plumbing  
Ghent Post Office  
Hawthorne Valley Farm Store  
Kozel's Restaurant  
Love Apple Farm  
The Red Barn  
Richmor Aviation  
Whitestone Café

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### **GREENPORT/NORTH**

The Cellular Connection  
Congregation Anshe Emeth  
Fairview Books  
Fairview Wines  
Fingar Insurance  
Mobil Mart  
Price Chopper  
ShopRite

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### **GREENPORT/SOUTH**

Mount Merino Manor  
Olana  
Pleroma Farm  
Stewart's (9G/23)

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### **HILLSDALE**

B&G Wine  
Cobble Pond Farms  
Hillsdale General Store  
Hillsdale Post Office  
Holiday House Motel  
IGA  
Inn at Green River  
Mount Washington House  
Passiflora  
Roe Jan Community Library  
Silvanus Lodge  
Swiss Hutte

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### **HOLLOWVILLE**

Hollowville Post Office

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### **HUDSON**

Ackerman's  
Baba Louie's  
Bank of America  
Barns and Farms  
BCB Art  
The Bee's Knees  
Ca'Mea

### **CASCADES**

Cascades  
Columbia County Chamber of Commerce  
Columbia County Council of the Arts  
Columbia Memorial Hospital Gift Shop  
Columbia Memorial Doctors Offices  
The Country Squire  
Croff House  
DaBa  
De Marchin  
Dennis Wedlick Architect  
Dogs of Hudson  
Finnish Line Fitness  
First Niagara Bank  
Gary de Mauro Real Estate  
Halstead  
H.A.V.E.  
Hedstrom & Judd  
Hudson Area Library  
Hudson City B&B  
Hudson Financial  
Hudson High School  
Hudson Middle School  
Hudson Supermarket  
Hudson Town & Country Realty  
Hudson Valley Ophthalmology  
Hudson Wine Merchants  
The Inn at Hudson  
Jim Wach Salon  
John Edwards School  
Kosa  
Mexican Radio  
MIX  
Musica  
Nolita  
Olde Hudson  
Parlor  
Peter Jung  
(p.m.)  
Rapport Meyers  
Red Dot  
Rhinebeck Eye Care  
Rural Residence  
Sadhana/Pilates  
Scott Cohen Realty  
Shallo, Galluscio  
Space 360  
Spalon  
The Spotty Dog  
St. Charles Hotel Strongtree Coffee Roasters  
Swoon  
Tanzy's  
Trustco Bank

## DISTRIBUTION

Union Street Guest House  
TSL Warehouse  
Vasilow's  
Verdigris  
Vico  
Wasabi  
White Rice

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### **KINDERHOOK**

Bagel Tyme  
RH Blackburn  
Blackwood & Brouer Booksellers  
Columbia County Museum  
Golden Harvest Farm  
Hannaford Supermarket  
Kinderhook Library  
Lynn Strunk Realty  
Roxbury Farm  
Stewart's  
Sunoco

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### **LIVINGSTON**

Citgo  
Hudson Park  
Livingston Library  
Livingston Medical Practice  
Xtra Mart (23/9)

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### **MALDEN BRIDGE**

Malden Bridge Post Office

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### **NEW LEBANON**

E-Z Mart  
Hitchin' Post Café  
Inn at Shaker Mill Farm  
Jimmy D's  
New Lebanon Library

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### **NORTH CHATHAM**

North Chatham Library  
North Chatham Post Office

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### **OLD CHATHAM**

Old Chatham Country Store

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### **PHILMONT/MELLENVILLE**

COARC  
Cumberland Farms  
Freedom Chiropractic  
Key Bank  
Local 111  
Main Street Public House

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Philmont Family Dentistry  
Philmont Public Library  
Pine Haven  
Richardson Hall  
The Sharper Image  
Speed's Garage  
60+ Food and Friendship Center  
Vanderbilt House

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### **SPENCERTOWN**

Dan's Diner  
David Seth Michaels  
Gabel Real Estate  
Johnnie Walker Insurance  
Spencertown Academy  
Spencertown Country Store

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### **STOCKPORT**

Cumberland Farms  
Van Wie Natural Foods

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### **STUYVESANT**

Riverview Café  
Stuyvesant Post Office

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### **STUYVESANT FALLS**

Stuyvesant Falls Post Office

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### **TAGHKANIC**

Getty Station  
Taghkanic Orchards  
West Taghkanic Diner

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### **VALATIE**

Main Street Café  
Mario's Hardware  
Medical Arts Building  
Picante Uno  
Stewart's

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### **DUTCHESS COUNTY**

#### **ANNANANDALE-ON-HUDSON**

Bard College/Fisher Center for the Performing Arts

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#### **MILLERTON**

The Movie House  
Oakhurst Diner  
Oblong Books  
Silamar Farm  
McEnroe Farm

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## DISTRIBUTION

### PINE PLAINS

Hammertown Barn  
Peck's Market  
Pine Plains Pharmacy  
Stissing House

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### RED HOOK

IGA  
Merrit Bookstore  
Village Diner  
XtraMart

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### RHINEBECK

Beekman Arms  
Gigi  
Hammertown Barn  
Oblong Books  
Upstate Films  
WinterSun SummerMoon

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### TIVOLI

Luna 61  
Madalin Hotel

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### GREENE COUNTY

#### ATHENS

Bank of Coxsackie  
Stewart House  
Stewart's

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#### CATSKILL

Bank of Greene County  
Bell's Café  
BRIK Gallery  
Café 355  
Catskill Library  
Catskill Main Street Dental  
Fingar Insurance  
First Niagara Bank  
Greene County Council on the Arts  
Hilscher & Hilscher  
HSBC Bank  
MOD Café

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### BERKSHIRE COUNTY

#### GREAT BARRINGTON

Guido's  
Berkshire Co-op  
Mahaiwe Chiropractic  
Rubi's Café

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### SOUTH EGREMONT

Country Market  
John Andrew's

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### WEST STOCKBRIDGE

Hotchkiss Mobil  
Public Market  
Shaker Mill Tavern

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