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BERKSHIRE TRADE & COMMERCE *monthly*

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"The Business Journal For Berkshire County"

JULY 2015

Bank invests in expansion of its county footprint

Adams Community plans \$14.3 million acquisition of Lenox National Bank

BY BRAD JOHNSON

When Lenox National Bank went looking for a buyer, they found a willing taker in Adams Community Bank.

On one side, the increasing challenge of operating as a small, single-office financial institution prompted the strategic decision to sell; on the other side, the opportunity to acquire an established bank operation in a new

local market fit the strategy of becoming a county-wide community bank.

"We were hopeful that a community oriented bank with the same philosophy that we have would be interested," said Paul Merlino, president of Lenox National Bank, regarding that institution's decision last year to seek a buyer. "So, we

were pleased that Adams Community Bank was the winning bidder. Their philosophy seems to be in line with ours."

"This was a great strategic opportunity for us, right in our own back yard," added Charles O'Brien, president and CEO of Adams Community Bank. "This will become our eighth branch, and will immediately be our third-largest with \$58 million in deposits."

The deal between the two banks was announced in April. Under the terms of the agreement, Adams Community Bank,

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DOWNTOWN DEBUT FOR MAKERS' MILL

Membership-based shared studio space brings creative disciplines to Main Street

Board chair Kate Barber displays some of the printmaking and weaving equipment available to members at the new Makers' Mill in downtown North Adams. The nonprofit venture's goal is to boost the creative and economic vitality of Main Street by providing a needed resource and collaborative venue for area makers.

BY BRAD JOHNSON

In an earlier era, mills were the mainstay of commerce and community in North Adams.

Today, as the city continues a process of reimagining its future, a different type of mill – Makers' Mill – hopes to weave a new fabric of creative and economic activity.

Situated in a storefront at 73 Main St. in downtown North Adams most recently occupied by a candy shop, Makers' Mill is, at its most basic level, a utilitarian space providing shared resources to individuals involved in the creative disciplines of printmaking and fiber arts.

Beyond that, however, organizers believe Makers' Mill will boost the creative and economic vitality of Main Street by providing a needed resource and collaborative venue for area makers. In that respect, they describe the mission of Makers' Mill as strengthening

the northern Berkshire creative community through infrastructure, collaboration, organization and education.

"Maker spaces are a growing aspect of local economies in many communities," said Kate Barber, chair of the volunteer board of directors that is overseeing the start-up and operation of Makers' Mill.

In the specific case of North Adams, Barber said, the concept for Makers' Mill fits neatly within the city's ongoing efforts to foster new economic vitality by more fully integrating a burgeoning creative community into the overall fabric of business and commerce.

"We're excited to be located in the heart of North Adams' Main Street community," she said. "Makers' Mill will not only strengthen the Berkshire creative community, but also bring more people to Main Street, adding to its vibrancy."

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Vlada Boutique's namesake marks 45 years as part of Stockbridge retail scene



Boutique owner Vlada Rousseff has been a fixture of the Stockbridge business community since 1970.

BY JOHN TOWNES

Vlada Rousseff has managed the enviable feat of combining her creative inclinations with a successful and long-standing business in a community that she loves.

Rousseff, a mainstay of the Stockbridge retail community, is the owner of Vlada Boutique, a clothing, gift and accessory shop at 17 Elm St.

The shop carries women's apparel, jewelry, handbags and other accessories, and a variety of gift items and cards, including her own personal line of bath and body products.

She has now reached an impressive milestone of 45 years of business in the town, which she is celebrating with a series of sales and events on the week of June 22-26.

"I've seen a lot of changes and cycles in Stockbridge over the years, but in other ways it's the same as it was when I first came here," Rousseff commented. "It's a great place, and

I'm just grateful to have had the opportunity to live in Stockbridge and have a business here for so long."

Rousseff's first foray as an entrepreneur in Stockbridge was in 1970, with a small, summer-only shop in a building in the courtyard behind the Red Lion Inn, where she sold her own hand-made clothing and crafts.

When she started the business, the events depicted in the iconic song Alice's Restaurant were still contemporary. It has continued to grow and evolve into the era of iPhones and Beyoncé.

Vlada Boutique (413-298-3658 or vladaboutique.com) also steadily built a following of customers as a destination store for Berkshire residents and second-home owners, as well as attracting tourists who are drawn by the colorful flowers and exterior displays of the building.

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"Things just fell into place and worked out as I went along."

FRONT pages

Son establishes gallery to showcase father's work

BY JOHN TOWNES

A new gallery has opened in Housatonic, but it is not a typical commercial venture.

While the work on display is for sale, that is not its primary purpose. Rather, it reflects the desire of a son to preserve and enhance the creative legacy of his father.

The Baumbach Gallery, at 241 North Plain Rd. (Route 41), is dedicated to exhibiting and selling the work of 20th century painter and printmaker Harold Baumbach (1903-2002).

The gallery was established by the artist's son, novelist and film critic Jonathan Baumbach.

"This is not for money, and I'm not concerned with sales" said Baumbach. "Rather, I want to show my father's work, and encourage wider recognition of his name and artistic achievements. He was friends with great painters like Mark Rothko. I believe he is in their league, and his work should be known more widely."

Harold Baumbach, the son of an upholsterer on the Lower East Side of New York, was largely self-taught. He gained initial prominence in the 1930s, and he continued to paint until the late 1980s when blindness set in.

Baumbach depicted urban scenes, portraits, New England landscapes and other subjects, as well as more abstract work. His style evolved over the years, said his son.

"My father had a long career," said Baumbach. "He initially worked in a figurative style, painting street scenes. Later his work became abstract. Then he moved into a different style that combined abstract elements with different subjects in a surreal way."

Harold Baumbach did receive recognition during his lifetime and after his death. His work was represented in 25 one-man gallery shows in New York, and has been collected by individuals. His work is also in the col-



Novelist and film critic Jonathan Baumbach has established a gallery in Housatonic that showcases the work and creative legacy of his father, the 20th century painter and printmaker Harold Baumbach (1903-2002).

lections of numerous museums including the New York Metropolitan Museum, the Whitney, the Chicago Art Institute, the Corcoran Gallery, and the Carnegie Institute, among others.

However, he did not play the politics of the art world, which hindered his career. He was described in his obituary in the *New York Times* (written by Michael Kimmelman) as an extreme, and cantankerous individualist: "Strong willed, allergic to fashion, even to success, he persisted in going his own way, refusing to sell to prospective buyers he thought did not admire the work properly and breaking off relations with galleries, usually after only a show or two."

Jonathan Baumbach said the idea for the gallery came about as the result of the sale of a home his family owned in Brooklyn.

"There were many of my father's paintings in the house, so I decided to build a gallery here to house and display them," said Baumbach, who has lived in the Berkshires for 23 years. He is the author of 14 books of fiction, over 90 short stories and is a former chairman

of the National Society of Film Critics.

He explained that the Brooklyn house contained some 220 paintings that represent the remaining body of his father's work that is

not in private or institutional collections.

The 1,500-square-foot gallery, which is located about halfway up the driveway leading to Baumbach's Housatonic home, was completed this spring. It also includes an apartment for family guests.

The gallery, which is open by appointment (call 413-528-2997), held a well-attended public opening reception on May 23.

Another public event, including installation of new artwork from the collection, is scheduled for Father's Day, June 21, from 1 to 5 p.m.

In the initial show, about a dozen or so of Harold Baumbach's work are displayed on the walls. "We also have racks in the basement where other work will be stored, and people will be able to view them there," said Jonathan Baumbach.

"This work deserves to be seen by the public, which is why we brought them here and built the gallery for them," he said. ♦

Christine's moves south to former hardware store

BY JOHN TOWNES

Christine's Home Furnishings has migrated south, from Pittsfield to downtown Great Barrington, into the former site of Harland B. Foster Hardware at 15 Bridge St.

In June, owners Christine and Gerard Natale competed the final stage of the move, when they closed on the sale of their former building at 300 Tyler St. in Pittsfield.

Christine's carries a mix of new, used, vintage and antique furniture and other home furnishings, art and accessories. The couple started the business in 2006, in the 6,000-square-foot building on Tyler Street.

"Basically a majority of our regular customers are from down this way," said Gerard Natale. "I was driving from Pittsfield a lot to deliver items. We finally decided that we might as well locate the store here and save all of that additional delivery time."

Natale said they started thinking about expanding their presence in south county about two years ago. They made an initial foray with a temporary promotional window display on Railroad Street in downtown Great Barrington. "We got a good response from that," he said.

Last year, Natale noticed a sign in the former Harland B. Foster Hardware store indicating that the longtime retail business on Bridge Street was closing.

(The owner, Bob Foster, decided to retire and close the hardware store, although the family continues to operate their heating and cooling systems business.)

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news & notes from the region

Natale asked a Realtor in Great Barrington about the possibility of putting another temporary window display there.

"The Realtor suggested that it might be a better idea to consider renting the space," he recalled. "I took a look and liked it. I went back and talked it over with Christine, and we decided to do it."

They started work to prepare the space in November, and after extensive interior renovation they opened there in December. They operated both stores simultaneously until April, and marketed the Pittsfield building for sale.

"We thought it would take a while to sell that building, but it went very quickly," said Natale. Ironically, the buyer (who Natale preferred not to disclose) is the owner of a business in Great Barrington.

With the move, Natale said, the store has made changes in its emphasis and inventory. One reason is size. At 3,000 square feet, the Great Barrington store has about half the space as their former location.

"We have to be more selective now because there is less square footage," he said. "We had a lot of room for a diverse inventory in Pittsfield, including lower-end used items and a bargain section. But here we don't have the space for that, so we are focusing on new merchandise and the higher quality vintage and antique items."

They have also added pieces by local furniture makers. "We now have tables and other items that are made locally," he said.

In addition, they have opened an art gallery in the basement of the store, called the Underground Art Salon. It features the work of Gerard Natale, who is a landscape painter, as well as work by other local and regional artists.

Natale said the response to the new store has been encouraging, and business has been good.

"One reason, I think, is that our business is very tied to the housing market," he said. "People come to a store like this when they're

setting up and furnishing a home. Real estate activity slowed down a lot for a while, but it seems to be picking up and is more active in south county than in Pittsfield."

Natale noted that another fringe benefit they found from the move was an increase in business relationships with professional designers and interior decorators.

"We're in the realm of designers here," he said. "In addition to those who are based in south Berkshire County, professionals from Connecticut and New York state are coming in."

The couple, who live in Hinsdale, formed Christine's by drawing on their combined backgrounds.

Christine Natale has spent most of her adult life dealing in antiques and used furniture, and also is a decorator. She started the business, and her husband, who worked for many years in the import industry designing accent furniture and home decor, subsequently joined it.

"Our professional backgrounds and areas of knowledge complement each other, and we decided put together that experience for this business," said Natale.

One complication they've had to face has been the major construction work that is going on in downtown Great Barrington, which has had an impact of traffic and business there. The Natales' store is located just off Main Street.

"To be honest, we were so wrapped up in our own business and the move, we hadn't really thought about that much," said Natale. "But, once we were in here, we actually found that it has worked to our advantage. People are coming on to Bridge Street to avoid the construction. A lot of people driving by have noticed our business and stopped in out of curiosity to see what we are."

Christine's (413-528-8050 or www.christineshomefurnishings.com) is open Monday through Saturday from 11 a.m. to 5 p.m. and on Sundays from noon to 4 p.m. ♦

"Our business is very tied to the housing market. People come to a store like this when they're setting up and furnishing a home."



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FRONT pages

MINDFULNESS MATTERS

MassBliss festival will have 'presence' at Ski Butternut

BY JOHN TOWNES

A new festival in the Berkshires this summer aims to connect creativity and mindfulness by combining music and theater performances and workshops with activities related to yoga, meditation and fitness.

The MassBliss 2015 Arts and Awareness Festival will take place the weekend of July 10-12 at Ski Butternut in Great Barrington. Visitors can either attend for the full weekend, or with a day pass and/or ticket for evening entertainment.

The all-ages event is being organized by MassBliss LLC, a venture based in Ashley Falls and Brooklyn, with partners Andrew Belcher and James Puckett.

Belcher said the name was inspired by the phrase "follow your bliss," which was popularized by the late philosopher and lecturer Joseph Campbell.

He explained that the goal of MassBliss is to sponsor interactive events that foster mindfulness through immersive, participatory activities and education.

"We promote live events to help people access a state of presence, through curated

offerings that span physical and cognitive and creative fitness," said Belcher, who divides his time between a home in Ashley Falls and Brooklyn. (Puckett lives in Portland, Maine.)

Despite the seriousness inherent in that description, Belcher emphasized that the MassBliss festival will focus on enjoyment.

"It will be fun," he said. "All of our artists and teachers are playful people who take what they do seriously – but not themselves. We believe that having fun is the best way to get present and build lasting relationships with ourselves and our community."

The festival is designed to encourage this by combining live performances with creative workshops led by the performers. It also includes workshops in meditation, yoga and fitness.

"It will have live performances like other festivals, but it's not just about watching artists from a distance on stage," Belcher explained. "It will also feature immersive workshops in which the artists interact more directly with people."

The lineup includes musicians Jon Batiste and Stay Human, Javelin, Debo Band, Brooklyn Raga Massive, Peace Poets, Lady Moon and the Eclipse, and The Hogstad Brothers.

There will also be theater performances by Bread and Puppet, One Year Lease, Nettles Artist Collective, The Movement Theater Company, and Humans Collective.

In addition, workshops will be led by Berkshire Yoga Dance and Fitness, Yoga GB, Yogaslackers, The Shinnyo Center for Meditation, and a variety of other instructors.

Belcher, whose background is in education, yoga instruction and theater, developed the basic concept for a precursor to MassBliss in 2009 and sponsored a number of smaller events. In 2013 he developed a business plan and teamed up with Puckett to establish MassBliss LLP.

Beyond the buzzword

The term mindfulness refers to the concept of direct experience of the present moment by reducing internal mental and emotional distractions. In recent years, mindfulness has become a buzzword for this in the self-help movement and in more clinical and therapeutic programs.

These approaches incorporate long-standing spiritual traditions such as meditation, yoga and exercise in contemporary forms to reduce stress, deal with psychological and emotional issues, and enhance performance, awareness and the overall quality of life.

Belcher said MassBliss adds participation in creative expression into the mix.

"We all tend to live in our heads and become preoccupied by our thoughts," he explained. "We often perceive our bodies as just a carrier for our heads. But mindfulness means that we actually inhabit our body, which quiets the mind and allows us to experience the world around us more directly. MassBliss then takes a creative leap to integrate that awareness with creative expression."

"People in all socioeconomic levels should have access to the resources to learn and experience mindfulness."

He added that, while mindfulness has become a trendy term, he and Puckett use the term "presence" to describe it.

"There is basically one truth, with many paths to it," he said. "We refer to our particular truth as 'presence,' but that's just one of those paths."

Mindfulness for the masses

Belcher said a core goal of MassBliss is to bring mindfulness and presence to a broader public with activities and services that are either free or as affordable as possible.

He explained that the mindfulness movement has become associated with – and is often limited to – an upscale population who can afford therapy, expensive seminars, retreats, coaching and other resources.

"We want to help disassociate the mindfulness movement from privilege and its orientation to the wealthy

white community," he said. "Mindfulness is very basic. It's for everybody. People in all socioeconomic levels should have access to the resources to learn and experience mindfulness. Our goal is to take this into the wider community with events that are free or affordable."

Belcher said a primary focus of MassBliss has been on creating free public events that are based on this principle, in addition to its paid events and services.

One of their core activities is sponsoring free pop-up events featuring a 10-by-10-foot tent called a Breathing Booth. These offer programming in yoga, poetry, Zumba, meditation, music, dance, arts and crafts, performance and other activities related to mindfulness, fitness and creativity.

Last year, they sponsored a series of Breathing Booth events in public sites in New York City. They plan to expand this on an ongoing basis.

"One of our goals is to also activate public spaces with community events," Belcher said. "We get a permit to use a site, and then we recruit local talent to lead activities that are open to everyone."

MassBliss also conducts paid programs and services, such as the upcoming festival and other seminars and workshops. With those, he said, they also try to keep the prices as low as possible.

"We want to make the MassBliss festival an ongoing, sustainable event, and the revenue will help us to cover expenses," he said.

Admission prices to the MassBliss festival range from \$90 for a day pass, with \$25 additional for evening entertainment, to \$200 for a weekend all-access and camping pass. For information, full schedule and tickets, visit massbliss.com. ♦

Online system simplifies BCC course registration

BY JOHN TOWNES

Berkshire Community College (BCC) has taken a cue from Amazon.com and other online vendors by making it easier to find and sign up for noncredit workshops and courses, both for professional development and personal interests.

The college's Office of Community Education and Workforce Development has launched a new website (www.berkshirecc.edu/workshops) that features a catalog of workshops and an online registration and payment system, via credit card or PayPal.

The new site is designed to be a portal that pulls together information about all of the college's diverse noncredit offerings in one

online location, according to Linda Morelli, director of noncredit instruction at BCC.

"The goal was to make registering for noncredit classes as easy and user friendly as possible," said Morelli. "It provides access to all of our noncredit offerings in one place."

Morelli said there had been an increasing call for this capability. "Until now all of our registration for noncredit workshops was handled over the phone or by mail," she said. "But a lot of students had been telling us that they wanted to be able to register online. That's the way things are being done now. We're thrilled to finally be able to offer this."

In addition, the site will offer access to online courses through partnerships with several outside providers, including Education to Go, Gatlin Education and MindEdge.

The online system provides the information needed for individuals to select and register for BCC's noncredit workshops, including the capability to search by semester, category, topic or course title.

The look and feel of the site will be familiar to those who have shopped for products and services online. "It's set up in a way that's similar to Amazon.com," noted Morelli.

The site has categorized lists of courses in grid layouts that can be clicked on for a fuller description, and a virtual "shopping cart" to place and pay for orders.

There are even Amazon-style promotions, with a short list of "Top Sellers" and "Featured Courses" on the main page.

It also includes a Kids Academy with courses for young people ages five to 15, which also includes summer programs such as a golf clinic.

The site does not include courses in the college's OLLI (Osher Lifelong Learning Institute) program for older adults, which are operated separately.

BCC offers a wide range of noncredit learning opportunities designed for self-improvement, vocational or recreational purposes. The college also offers standard and customized workforce training programs and certifications to area businesses.

The new site lists BCC's professional and workforce development courses, such as ServeSafe food safety professional certification, a phlebotomy technician program and preparation for the construction supervisor's exam, among others.

There are also less formal business and career-oriented courses, including training in computers and social media, and fields that range from familiar to more specific, such as "Getting Paid to Talk – an Introduction To Professional Voice-Acting."

There also courses for personal growth, fitness and fun, including gardening, golf, decorative painting, and dining etiquette, among others.

Morelli said the new online service, which had been in the planning stages for a while, came about through a collaboration between her office, the college's IT, public relations and business departments, and other staff and operations. It includes programs offered at all of BCC's sites in Pittsfield and its south county center in Great Barrington.

"It required a lot of preparation and planning, and there was a lot of research involved," she said. "There's a lot of details required, and things arise that you don't think about."

For example, she said, the site had to be integrated into the college's existing registration and payment system by adding the ability to process PayPal and online credit card payments.

For those who prefer the more traditional method, the college will still offer phone registrations and printed information. For information, call 413-236-2127. ♦

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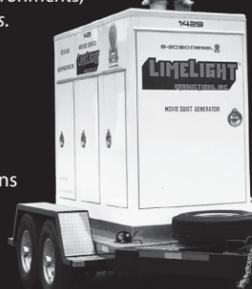
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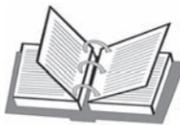
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news & notes from the region



the month in business

Through June 23: **Southern Berkshire Chamber of Commerce Online Auction** to support SummerFest, Holiday Stroll and other community events. Wide range of items up for bid online. Visit biddingforgood.com/southernberkshires.

Through June 30: **E3 Academy Students' Exhibit** at PRESS, 49 Main St., North Adams. Featuring photographs and prints by students at the E3 Academy (a competency-based program of Drury High School with a non-traditional classroom setup for students at risk of leaving school) describing their experiences as young residents of North Adams. Public invited to respond to the photographs and prints with comments and questions for the students to consider. For more information, call 413-662-3275.

June 16: **Natural Solutions to Neck and Back Pain** with review of causes and natural options for dealing with pain. 6:30 p.m. at Living Well, 535 Curran Hwy., North Adams. Free and open to the public. Call 413-663-5500 to register.

June 16, July 21: **Pittsfield Green Drinks**, informal gathering of people interested in conservation and environmental issues on third Tuesday of each month. 5:15 p.m. at J. Allen's Clubhouse Grille. Sponsored by the Berkshire Environmental Action Team (BEAT). For more information and meeting location, contact Jane Winn at jane@thebeatnews.org or 413-230-7321.

June 17: **Chamber Nite** for members of the Berkshire Chamber of Commerce, 5 p.m. at Friends Grille, 117 Seymour St. in Pittsfield. RSVP. 413-499-4000.

June 17: **TIPS server training** for northern Berkshire establishments that serve liquor for on-premise consumption, sponsored by the Northern Berkshire Community Coalition's nb21 (not before 21, not in northern Berkshire) program. Discounted rate of \$30 is subsidized by nb21. 5 to 9 p.m. (including light supper) at Bounti-Fare in Adams. To register and for payment details, contact Wendy Penner at 413-663-7588 or email wpenner@nbcoalition.org.

June 17: **29th Annual Meeting of the Northern Berkshire Community Coalition**, 11:30 a.m. to 1:30 p.m. at the Williams Inn, featuring keynote speaker, Marylou Sudders, secretary of the state's Executive Office of Health and Human Services. Tickets \$25 (\$30 after June 13). For registration information, contact Liz Boland at 413-663-7588 or lboland@nbcoalition.org.

June 18: **Networking Before Nine** breakfast event sponsored by the Southern Berkshire Chamber of Commerce. 7:45 a.m. at Camp Half Moon in Monterey. RSVP. 413-528-4284.

June 18: **MS Support Foundation monthly support group meeting**, 5 to 6:30 p.m. at 85 Main St., Suite 212, North Adams, with a discussion of how to prepare for expected or unexpected hospitalizations. Light refreshments are served. For information, call 413-346-4116.

June 18: **3rd Thursdays** outdoor street festival in downtown Pittsfield from 5 to 8 p.m., with this month's theme Healthy Pittsfield. For more information on 3rd Thursdays, visit discoverpittsfield.com/3rdthursdays/, email slemme@pittsfieldch.com or call 413-499-9348.

June 18: **Simple Steps for Growing Your Business**, free seminar presented by Salisbury Bank and the Western Massachusetts Chapter of SCORE. 5:30 p.m. at Mason Library Community Room, 231 Main St., Great Barrington. Reservations are suggested but not required. For reservations, contact Kevin Norton at 860-435-9801 ext. 1010 or knorton@salisburybank.com.

June 19: **Berkshire United Way Day of Action Volunteer Event**, with opportunity to assist at National Summer Learning Day for children and families at The Common in Pittsfield from 3 to 5 p.m. For information, call 413-442-6948 ext. 12.

June 19-July 10: **Women on the Move: A Hundred-Year Journey**, a juried art show at the Koussevitsky Art Gallery on the Berkshire Community College campus. Sponsored by The College Club, in partnership with BCC as part of the club's Centennial Celebration. Opening reception June 19 from 4 to 7 p.m.

June 20, July 18: **Pittsfield Repair Cafe** offering free advice and repairs of clothing and small home items. Open to public. 1 to 5 p.m. in the basement of St. Stephen's Church (Allen Street entrance) in Pittsfield. Visit Pittsfield Repair Cafe on Facebook or call 413-212-8589.

June 23: Farewell Reception sponsored by Northern Berkshire Community Coalition to honor retiring director Al Bashevkin. 4 to 6 p.m. at the Holiday Inn in North Adams. Free but donations to NBCC's Annual Campaign appreciated.

June 23, 27: Information nights held by the Massachusetts College of Liberal Arts Office of Admission. On June 23, a Pittsfield Information Night at the Berkshire Athenaeum at 6 p.m.; on June 27, a Tour and Information Session, beginning at 11 a.m., in the admissions office on the MCLA campus. For additional information, call the admissions office at 413-662-5410.

June 24: **Reading Labels and Meal Planning** presentation by Michael Glasser, MSRD, lead dietitian at Hillcrest Commons. 10 a.m. at the Ralph Froio Senior Center in Pittsfield, part of Hillcrest's "Berkshire Senior Subjects" monthly series. Free and open to the public. Registration is requested at 413-445-9747 by June 22.

June 26: **Mental Health First Aid**, training course on how to assist a person in an emotional crisis, sponsored by Berkshire AHEC. 8 a.m. to 5 p.m. at the Crowne Plaza in Pittsfield. www.berkshireahec.org or 413-447-2417.

June 25-27: **Berkshire Museum Wine Gala and Auction**, biennial fund-raising event with proceeds benefitting the museum's education programs. Begins June 25 with an evening of "Wine, Food, and Fun" at 5:30 p.m. at Hotel on North in downtown Pittsfield. Continues June 26 with a dinner at Wheatleigh in Lenox (a private event for Gala sponsors). Gala begins at 5 p.m. on June 27 at the museum with a wine and hors d'oeuvres reception as backdrop for the silent auction. Live auction begins at 6:45 p.m., followed by the Celebratory Wine Dinner. For information on tickets and sponsorship packages, call 413-443-7171 ext. 313, or visit www.berkshiremuseum.org/2015winegala.

June 29-Aug. 28: **STEM Activities at Camp Summer**, new curricula for YMCA's Camp Summer youth development program in Pittsfield will feature activities relate to science, technology, engineering and math (STEM), among its other programs. Scholarship applications available before June 30. For information, contact Jessie Rumlow, 413-499-7650 ext. 11.

July 2: **Great Barrington Green Drinks**, informal gathering of people interested in conservation and environmental issues on first Thursday of each month. 5:30 p.m. at the Prairie Whale, 178 Main St. For more information, contact Erik Hoffner at ehoffner@orionmagazine.org or 413-528-4422.

July 6-10: **Berkshire Region Museum Institute for Teaching Science (MITS)** summer session, for middle and high school teachers hosted by the Berkshire Museum. This year's theme is "Going with the Flow: Using Inquiry Methods to Teach Watershed Science," presented with instructing partners Housatonic Valley Association, Flying Cloud Institute, and American Rivers. For information, call Meghan Bone at 413-443-7171, ext. 332.

July 10-12: **MassBliss**, a three-day arts and awareness festival, featuring workshops in music theater, meditation and fitness, plus musical entertainment. Camping available. Information at MassBliss.org.

July 12: **Berkshire Grown Benefit Brunch** with featured speaker Ruth Reichl, food author and former *New York Times* film critic. Brunch from 11 a.m. to noon and talk at 1 p.m. in Chermeff's Barn in Sheffield. 413-528-0041.

July 15: **WAM Theater Benefit** at Hilltop Orchards in Richmond, with cocktail hour, entertainment, auction and other activities. 6:30 p.m. \$50 or \$100. Information and tickets at www.WAMTheater.com.

July 16: **3rd Thursdays** outdoor street festival in downtown Pittsfield from 5 to 8 p.m., with this month's theme #ArtsMatter. For more information on 3rd Thursdays, visit discoverpittsfield.com/3rdthursdays/, email slemme@pittsfieldch.com or call 413-499-9348.

July 16: **SlideLuck** at Stonover Farm in Lenox, a community potluck to bring together people, art, music and ideas. Includes slideshow of work by area artists whose work will be available for sale in the Stonover Barn Gallery, with portion of proceeds to benefit IS-183. 6:30 to 9:30 p.m. For information call 413-298-5252 ext.100.

July 16-Aug 2: **Romeo and Juliet**, produced by Pittsfield Shakespeare in the Park with a cast featuring local actors, will be performed Thursdays through Sundays 8 p.m. at the First Street Common in Pittsfield. Free.

July 17: **Application deadline** for scholarships awarded by the Berkshire Business & Professional (BPW) organization to working women residing in Berkshire County who meet established eligibility criteria. For information on eligibility and an application, go to www.berkshirebpw.org, on Facebook, or contact BBPW Scholarship Committee Chair June Roy-Martin at 413-499-4000 ext. 117 or jroymartin@berkshirechamber.com.

July 18: **Back to Our Roots**, gala party to benefit Hancock Shaker Village, 5 to 10 p.m., with cocktails, dinner and dancing under the Main Tent, featuring locally sourced cuisine by Fire Roasted Catering and music by the Lucky Five Jazz Band. For tickets, call 413-443-0188.

July 22: **Understanding the Societal Context: What People with Impairments are Up Against**, a workshop with Jo Masarelli of the SRV Implementation Project, 8:30 a.m. to 4 p.m. at the Holiday Inn, North Adams. Registration is \$50. Contact Deb DiDonna for details and to register at 413-664-9382 ext. 15.

July 22: **Spark! at Naumkeag** in Stockbridge, a free networking event for members and supporters of the creative economy, sponsored by Berkshire Creative. 5:30 to 7:30 p.m. Information and RSVP visit berkshirecreative.org/about-spark.

July 22-26: **Shaker Seminar**, annual conference of Shaker scholars, hosted by Hancock Shaker Village in Albany, N.Y. Call 413-443-0188 to register. For more information, visit hancockshakervillage.org, and go to Programs & Events.

Ongoing: **Last Word Toastmasters** public speaking club in Pittsfield, meets from 6:30 to 8 p.m. on the second and fourth Tuesdays of the month at Reid Middle School, 950 North St., from September to May, and at Berkshire Medical Center, 725 North St., from June to August. Information at lastword.toastmastersclubs.org.

Ongoing: **Berkshire Business Builders** networking meeting every Thursday morning from 8:30 to 9:30 a.m. at 55 Church Street in Pittsfield. All business people looking for an opportunity to network are invited. For information, call Kathy Hazelett at 413-442-8581.

Ongoing: **The Job Club** meets Mondays from 10 to 11 a.m. at the North Adams Public Library and from 1 to 2 p.m. at BerkshireWorks Career Center at 160 North St. in Pittsfield. Free and informal program helps participants who are seeking employment to expand their network of contacts and provides valuable job-search tips. For information, visit www.berkshireworks.org or call 413-499-2220.

Ongoing: **North Adams Regional Hospital Workers' Assistance Center**, Monday-Thursday 9 a.m. to 2 p.m., for those affected by the NARH layoffs; and Friday 9 a.m. to 2 p.m., for anyone seeking job search assistance. Room 101 at City Hall, in North Adams. 413-672-0097 or 413-672-0098.

Ongoing: **Veterans Workshop** for veterans and their spouses, Mondays 10 a.m. to noon at BerkshireWorks Career Center in Pittsfield. Topics include: cover letter and resume development, interviewing skills, networking, labor market information, and more. Also, Veterans Representative in North Adams on Tuesdays from 10 a.m. to 2 p.m. at North Adams City Hall, Room 106; in Great Barrington on Wednesdays from 9 a.m. to 2 p.m. at BCC South County Center, 343 Main St. For information, call David Nash at 413-499-2220 ext. 211 or email dnash@detma.org

Ongoing: **Learn Your Labor Market**, with an overview of how labor market information can help with your job search, occupational evaluation, and career development plan. Tuesdays 10 to 11 a.m. at BerkshireWorks Career Center. To register, call 413-499-2220 ext. 110.

Ongoing: **Career Center Seminar**, with an overview of services, resources, and options available at BerkshireWorks Career Center. Tuesdays and Thursdays from 2 to 3 p.m. Register by calling 413-499-2220 ext. 110.

Ongoing: **Creating Your Resume Workshop and Interview More Effectively Workshop**, held on alternating Thursdays from 10 a.m. to noon at BerkshireWorks Career Center. References and cover letters are also discussed. Register by calling 413-499-2220 ext. 110. ♦



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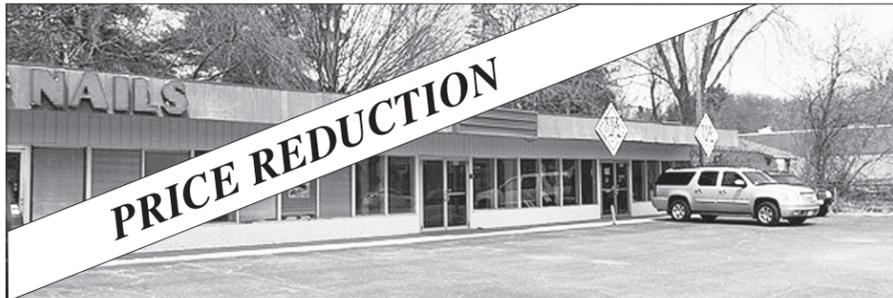
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FRONT pages

BUSINESS

Update

DownStreet Art, a seasonal arts program in downtown North Adams sponsored by the **Berkshire Cultural Resource Center of Massachusetts College of Liberal Arts**, returns on June 25 with a kick-off celebration from 6 to 9 p.m. The evening will include permanent and pop-up gallery exhibition openings, performances, community events, and a free concert on Main Street featuring "Fantastic Negrito," the winner of National Public Radio's Tiny Desk Concert Contest. This year's DownStreet Art initiative, which will run through Sept. 24, will focus on the theme of community connections, and will bring the work of more than 50 visual artists to pop-up galleries in solo and group exhibitions. DownStreet Art has partnered with several groups, including **Commonfolk Artist Collective**, **Teen Summer Residency at MASS MoCA**, **Assets for Artists**, **Project eLEVate**, and others, to bring community-based projects to life this summer. In addition to **MCLA Gallery 51** and the **PRESS** gallery, DownStreet Art will operate two large pop-up gallery spaces this summer, **Neck of the Woods Gallery** at 87 Main St., and **C Gallery** at 33 Main St. In addition, DownStreet Art will collaborate with Commonfolk Artist Collective, which will operate **Common Place Gallery** this summer, also at 87 Main St. For more information about DownStreet Art events, visit www.downtownart.org

Wild Oats Market, a food co-operative at 320 Main St. in Williamstown, has added new "grab and go" breakfast items, and will open one hour earlier every day. The new hours will be: Monday to Saturday from 7 a.m. to 8 p.m., and Sunday from 9 a.m. to 8 p.m.

The Youth Mentoring Program at **Child Care of the Berkshires Inc.** is looking for quality mentors age 18 and up to assist a child for one or two hours a week at a local school or youth and community organization. For information, contact Diane Morris at 413-663-6593 ext. 39. Mentor applications are also available at www.cberkshires.org.

Berkshire Hills Bancorp Inc., the parent company of **Berkshire Bank**, has announced a definitive agreement for the acquisition of privately held **Firestone Financial Corp.** Based in Needham, Firestone is a commercial specialty finance company that provides secured installment-loan equipment financing for small and medium-sized businesses. As of March 31, the company had approximately \$190 million in loans outstanding, spread across multiple industries and market areas. The acquisition is estimated at approximately \$53 million (or 130 percent of Firestone's adjusted tangible book value), with 75 percent to be paid in Berkshire Hills common stock and 25 percent to be paid in cash. Pending receipt of regulatory approvals and other closing conditions, the deal is expected to be completed during the third quarter of 2015, after which Firestone will operate as a subsidiary of Berkshire Bank. "Firestone is a terrific fit for Berkshire Bank," said Berkshire CEO Michael Daly in press release announcing the deal. "The strength of the management team and their conservative approach to credit has made them a solid performing finance company. Our strategic decision to complement our strong asset-based lending platform with this commercial lending business enables us to further diversify our assets while expanding our client offerings."

The **Berkshire Business & Professional Women** organization will again award career advancement scholarships of up to \$500 to working women residing in Berkshire County who meet established eligibility criteria. Scholarships may be used for tuition, books, childcare, uniforms or other related educational expenses. The scholarship awards will be presented at the organization's meeting in September. Last year \$7,000 in scholarships were awarded to Berkshire County area working women. For information on eligibility criteria and an application, go to www.berkshirebpw.org, on Facebook or contact scholarship committee chair June Roy-Martin at 413-499-4000 ext. 117 or via email at jroymartin@berkshirechamber.com. The deadline for application submission is July 17.

Berkshire Grown has launched a new and expanded website (www.berkshiregrown.org) that includes Map-o-licious, an interactive map that shows locations of farmers and vendors of local food products in the Berkshires. The new website also includes expanded information, news and features of interest to locavores and other consumers and supporters of the regional food economy. It also has a section for farmers and producers and other Berkshire Grown members. The site was created by Glen Geiger, a Stockbridge-based web designer. Berkshire Grown is a nonprofit member organization that provides support services for food producers, and information to consumers to promote awareness of the regional food system. Barbara Zheutlin, director of Berkshire Grown, said the purpose of the new site is to provide a comprehensive reference source. "We're thrilled with it," she said. "In addition to being very useful, the website helps to explain what Berkshire Grown does in a very clear and concise way."

HospiceCare in The Berkshires has been recognized as a "Hospice Honors Elite" recipient based on survey results from October 2013 through September 2014. Conducted by Deyta, an industry leader in data-driven management, the Family Evaluation of Hospice Care (FEHC) survey evaluates a hospice's performance on 18 satisfaction indicator measures. To earn the "Elite" honor, HospiceCare in The Berkshires had to be above the national average in all of the evaluated questions.

A May 18 visit to **Berkshire Farms Market** at Boston's Logan International Airport by U.S. Rep. Richard Neal (D-Massachusetts) celebrated the success of the market and its impact on the local food economy, and recognized the contribution of **Berkshire Farm & Table** to the partnership. Neal's visit marked the one-year anniversary of Berkshire Farms Market in the Terminal B connector, a grab-and-go retail outlet operated by California-based **Tastes on the Fly Restaurant Group**, which specializes in bringing outposts of local dining establishments to airports (*June 2014 BT&C*). Berkshire Farms Market, which was projected to achieve \$1.7 million in sales for its first year of operation, surpassed \$3.4 million in the first 12 months of sales, with an average daily customer count of 980. Terminal B, where Berkshire Farms Market is located, services 11 million total passengers each year. "Berkshire Farms Market is a remarkable sales and marketing opportunity for our region," said Angela Cardinali, founder and director of Berkshire Farm & Table, a nonprofit organization that promotes food tourism and food culture in the Berkshires. "With Logan International servicing 31.9 million passengers annually, this retail space provides a high-volume outlet to increase local food producer revenue and presents a platform to establish the Berkshires as a food source and destination for travelers." A collection of Berkshire food makers are represented in the airport store, including **Berkshire Bark**, **Berkshire Berries**, **Berkshire Blue**, **Berkshire Mountain Spring Water**, **Berle Farm**, **Bola Granola**, **Bug Hill Farm**, **Chocolate Springs**, **Cookiehead**, **Crocket Creek Farm**, **David's Biscotti**, **Fire Cider**, **Katalyst Kombucha**, **Klara's Cookies**, **Mighty Brittle**, **Sweet Brook Farm** and **The Red Lion Inn**. Other regional products include **Airmeth Naturals**, **Ronnybrook Farm**, **Harmony Springs Soda Company**, **Harney & Sons** and **New England Charcuterie**. An assortment of Berkshire regional cookbooks and Berkshire authors are curated by The Red Lion Inn Gift Shop in Stockbridge.

Two teams of women from **Greylock Federal Credit Union** recently participated in **Habitat for Humanity's** Women Build program. Crews of women volunteers and sponsors came together from May 6-21 to help with construction at **Central Berkshire Habitat for Humanity's** home build at 187 Francis Ave. in Pittsfield. The first team of Greylock women participating on May 13 included Shenna Bradford, Pam Dolle, Amy Porio, Mindy Brown, Carol Martin, Kathy Rich, Maureen Phillips, Stephanie Carlson, Lisa Mamolito, Chris Twomey, Marissa Kirchner and Nicole Fossier. The second team participating on May 19 included Maureen Phillips, Alicia Swigart, Mary Coughlin, Jen O'Neil, Lisa Trybus, Stephanie Martin, Amy Orpin, Erin Carlotto, Grace Vallone, and Terry Ziemba. The 187 Francis Ave. site is Central Berkshire Habitat's 28th home build site in Pittsfield, and will be counted among more than 1,600 Habitat for Humanity Women Build houses built throughout the United States and in dozens of other countries.

Great Barrington Fair Grounds (GBFG) and six local charity partners are working together to bring **Zoppe Family Circus** to the fair grounds on July 17-19. Each of the participating organizations – **Blue Rider Stable**, **Berkshire South Regional Community Center**, **Berkshire Waldorf High School**, **CATA**, **Great Barrington Rudolf Steiner School** and **Railroad Street Youth Project** – promotes its unique ticket code and receives 10 percent of ticket sales using that code. "We are really happy to further the mission of GBFG by including local organizations in this major fund-raising event and in such a way that they benefit too," said GBFG co-founder Janet Elsbach. Zoppe Circus uses only domestic animals – dogs and horses (often rescues) – which are the personal pets of their owners. The performances are July 17 at 7 p.m.; July 18 at 1, 4 and 7 p.m.; and July 19 at 2 and 5 p.m. Tickets are on sale at www.gbfg.org and through participating organizations. Patrons are invited to arrive early and enjoy local fare and games of daring and skill at "Circus Alley" where side-show booths will be staffed by local organizations and food vendors. A portion of the proceeds from the Zoppe Family Circus benefits GBFG. **NBT Bank** is a sponsor for Zoppe Circus.

The **Tyler Street Business Group** invites artisans, vendors, small businesses and nonprofits to participate in the 2015 Discover Tyler Street event, to be held at Woodlawn Avenue in Pittsfield on Aug. 27 from 5 to 8 p.m. The annual event, open to all, will feature live music and entertainment, as well as a beer tent, activities for kids, arts and crafts, educational activities, information booths, and opportunities for vendors and member businesses to sell and market their food, products and services. To support this year's theme – Arts, Activities, Innovation – event organizers are looking for technology partners and sponsors to participate with information and demonstrations for children and adults on job and educational opportunities in the Berkshires for robotics, 3D printing, life sciences, environmental sciences and biotech. Vendor and sponsor application forms are available at TylerStreetPittsfield.com/discovertyler/. Registrations must be received by July 20 for inclusion in event map. For more information, call Diane Marcella at 413-448 6257 or email diane@marcellabuilding.com.

Qualprint has received nine Awards of Excellence from **Printing Industries of New England (PINE)**, a regional trade association for the graphic communications industry and the local affiliation of Printing Industries of America (PIA). Seven of the nine were Pinnacle Awards (Best of Category) for printed pieces for the following Qualprint customers: Maserati, Korn Ferry International, Nickel & Nickel Winery, mcgarrybowen, Pine Cone Hill, Werner Pfeiffer, and Qualprint's own 2015 A Closer Look at the Berkshires Calendar. Second place Awards of Excellence were awarded to Qualprint for pieces printed for Berkshire Bank and Bard College at Simon's Rock. PINE's Awards of Excellence Competition attracted over 200 entries from 41 printing and imaging companies across New England, competing in a variety of printing and graphic communications categories. Qualprint's seven Pinnacle Award winners will be submitted to PIA's 2015 National Premier Print Awards competition.

The **Mount** has announced the Edith Wharton Writer-in-Residence, a two-week residency offering writers the opportunity to work and create in the house Wharton built as a writer's retreat. The program is open to writers and scholars of demonstrated accomplishment who are currently working on a new piece of writing. Applications open on July 1, and will be accepted through Aug. 31. For additional information including submission guidelines, visit EdithWharton.org.

The **Berkshire Taconic Community Foundation** has announced the third round of deadlines for competitive grants in 2015. Covering the period from July through September, the summer cycle of deadlines is open to regional nonprofits, schools and individuals. Among them are Harvard Business School's "Governing for Nonprofit Excellence" Scholarship to enhance the leadership skills of nonprofit board chairs or vice chairs, with applications due Aug. 8. The Artist's Resource Trust Fund for Organizations provides grants to nonprofit organizations to purchase, exhibit or commission work created by regional artists. Grants of up to \$10,000 will be awarded. Applications are due Aug. 1. Two education enrichment funds, the Adams Cheshire Educational Partnership and the Berkshire Hills Fund for Excellence, will award grants of up to \$3,000 to school districts in Berkshire County to support extracurricular projects to inspire and engage students. Application deadlines are June 30 and Sept. 19 respectively. The Artist's Resource Trust Fund for Individuals provides grants of up to \$10,000 to artists, aged 35 or older, who seek funding to produce, exhibit or commission their work. Applications are due Aug. 1. The Martha Boschen Porter Fund supports emerging artists and established artists experiencing a significant change of direction in their work, with grants of up to \$5,000. Applications are due July 15. The Sweet Brook Scholarship supports employees of the Sweet Brook Transitional Care and Living Centers in Williamstown who are planning to attend an accredited school to further their education that will have a direct impact on their work at Sweet Brook. Grants up to \$2,500 will be awarded. Applications are due Sept. 30. The application process for all grants is online at www.berkshiretaconic.org.

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news & notes from the region

Two Berkshire-based communications professionals, Ed Bride and Ellen Lahr, are collaborating on a new contract to represent **BEHOLD! New Lebanon**, a new concept in the museum world. Called a "museum without walls," BEHOLD! organizes tours and visits to residents and businesses in New Lebanon, N.Y. These "rural guides" demonstrate their professional and personal skills, providing visitors with a sense of contemporary rural life and also teaching skills the visitors can use in their own lives. **EGLahr PR & Media**, headed by former journalist and PR veteran Ellen Lahr, is handling overall project management, strategy, marketing and advertising, and designed the museum's website (beholdnewlebanon.org). Ed Bride, who handled media relations for the museum's prototype season in 2014, returns to head media outreach again this year. Doing business as **Ed Bride Associates**, he is a national media relations specialist focusing on technology and the arts. "Collaboration has become a byword in the Internet era, with each member of our virtual team doing the work that best suits their expertise, experience and interest," said Bride. "It's sort-of Wiki-marketing. Aside from being the wave of the future, it's a way to establish a strong team and achieve the greatest results."

In July, **Community Access to the Arts** (CATA) will present "I Am a Part of Art," a celebration of CATA's visual artists and writers, at the Lichtenstein Center for the Arts at 28 Renne Ave. in Pittsfield. The opening reception, which is free and open to the public, is July 9 from 5 p.m. to 7 p.m., and the exhibit runs through July 24. It is open Wednesday through Saturday from 11 a.m. to 4 p.m. The exhibit features over 115 works of art created by artists with disabilities from Berkshire County, and includes a variety of media and abstract and representational paintings and drawings. CATA artists receive a commission on all works sold, and proceeds will also support CATA visual arts programs. CATA will also hold a poetry reading on July 24 at 5 p.m. that includes selected works from CATA's Writers Workshop. CATA offers a wide range of visual and performing arts workshops, serving some 600 people with disabilities in 38 residences, day programs, and schools throughout Berkshire County as well as in CATA's studio space in Great Barrington. For more information, visit communityaccesstothearts.org or call 413-528-5485. "I Am a Part of Art" is sponsored by **Berkshire Gas, Pittsfield Cultural Council**, and individual CATA supporters.

Berkshire Community College (BCC) will offer a new Liberal Arts Psychology concentration this fall. The concentration closely parallels freshman and sophomore studies at colleges offering liberal arts baccalaureate degrees in psychology. To earn a degree in this program, a student must complete 62 program and general education credits, plus additional requirements. Graduates of the concentration will be able transfer to four-year colleges and universities with junior status. For more information, visit www.berkshirecc.edu/psychology or contact BCC's admissions office at 413-236-1630. Prospective students may apply to BCC online for free at www.berkshirecc.edu/apply.

The **Jiminy Peak Mountain Resort** in Hancock is completing a solar energy project this summer that, when combined with its already operating wind turbine, is expected to enable the resort to generate up to 80 percent of its power usage from renewable energy sources. The solar array is located near the ski area and four-season resort. Jiminy Peak is operated by the **Fairbank Group**, which also owns **EOS Ventures**, a firm that specializes in developing renewable energy projects. EOS partnered with **Apis Energy** group on the solar array.

The **Lenox Library** is conducting a book donation drive for its 20th Annual Book Sale to be held Aug. 21-23. They are accepting all books in good condition, hard cover or paperback, plus DVDs, CDs and LPs. Encyclopedias, magazines, and VHS videos are not accepted. All proceeds from this annual fund-raising event benefit the library's services and programs offered to the public year-round free of charge. To donate books or other materials, call 413-445-5679 or 413-637-2630 ext. 113, or email ibrowner@roadrunner.com. Pick-ups can be arranged if needed.

This summer, **IS183 Art School** is sponsoring Arts Nights Out for adults over 21 on the second Friday of the month, from 7 to 9 p.m., at the school in Citizens' Hall Studios in Interlaken. The events combine creative activity with socializing, and attendees can bring snacks and BYOB. July 10 will feature Make A Mug; Aug. 14 will feature Drone Photography with Thad Kubis, with a demo of flying and imaging; and Sept. 11 features Quick Draw with Adam Gudeon, leading attendees in doodling, sketching and responding to prompts. Preregistration is required at 413-298-5252 ext. 100 or online at is183.org.

The annual **Berkshire International Film Festival** (BIFF), which was held at the end of May, presented the annual BIFF Juried Prize Awards and the BIFF Audience Awards during the festival. In the juried documentary category, the winner was *Romeo is Bleeding*, written and directed by Jason Zeldes. Rania Attieh and Daniel Garcia won in the juried narrative category for their film *H*, filmed in Pittsfield and Troy, N.Y. The Audience Award Winner for best documentary feature was a tie between *Crescendo*, directed by Jamie Bernstein, and *Above and Beyond*, directed by Roberta Grossman and produced by Nancy Spielberg. The Audience Award Winner for best narrative feature was the Danish film *Secrets of War*. The winner of the Berkshire Bank Next Great Filmmaker Award was Chris King's short film *Birthday* about a wounded war veteran returning home.

CBS Sunday Morning aired a segment about **Hancock Shaker Village** on May 31, as part of its annual Design show. CBS producer Alan Golds and CBS correspondent Richard Schlesinger, including their camera crew, taped a segment about the Shakers with curator Lesley Herzberg. Hancock Shaker Village is also the subject of a segment on furniture-making on the PBS television show *Ask This Old House*, which will air next year.

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County Ambulance Service has received the American Heart Association's Mission: Lifeline EMS Gold Award for implementing quality improvement measures for the treatment of patients who experience severe heart attacks. Every year, more than 250,000 people experience a STEMI, a type of heart attack caused by a complete blockage of blood flow to the heart that requires timely treatment. Mission: Lifeline seeks to save lives by closing those gaps. Agencies that receive the Mission: Lifeline Gold award have demonstrated at least 75 percent compliance for each required achievement measure for two years and treated at least eight STEMI patients for each year. In 2014, the AHA recognized County Ambulance with a Silver Award. ♦

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Denmark

Jonathan Denmark has been named president and chief operating officer for Coakley, Pierpan, Dolan & Collins Insurance Agency (CPDC), a division of MountainOne Bank. Prior to joining CPDC, he served for nearly 10 years in insurance agency leadership roles in Berkshire County, including with Berkshire Insurance Group. At CPDC, Denmark will have overall responsibility for the growth and management of the agency, while also working closely with MountainOne Bank. Denmark holds Property & Casualty and Life, Accident & Health licenses in multiple states. He is also certified in Long-Term Care (CLTC), is a Certified Insurance Services Representative (CISR), and is a Commercial Lines Coverage Specialist (CLCS).

Great Barrington Rudolf Steiner School (GBRSS) welcomes **Veronica Horowitz** as first grade teacher for the 2015-2016 school year. A GBRSS graduate, Horowitz began her teaching career as an intern at the school for the 2012-13 school year. She spent the following year as an assistant in early childhood, and joined the GBRSS Waldorf Teaching Apprenticeship Program for the 2014-15 school year. During her teacher training this year, Horowitz interned in first and third grades, and took the current first grade full time for several months while the class teacher was absent on leave. Horowitz continues her close relationship with first grade, in charge of the afternoon program for the class.

Mary Botter, PhD, RN, chair and associate professor of the Division of Nursing at Southern Vermont College (SVC), has been appointed to serve on the Vermont Board of Nursing Education Committee for a three-year term. Botter, a former executive director of the board, was selected for her expertise in nursing education.



Botter

Berkshire Bank has recognized 27 employees for their volunteerism in the community, and has named three "top volunteers" through their Volunteer Service X-ellence Awards Program, which celebrates bank employees who have made outstanding contributions to their communities. This year's Volunteer X-ellence Award winners include: **Sue Gagne**, branch officer in East Longmeadow, for her leadership and participation in the bank's corporate volunteer program; **Monica Schlaepfer**, financial services representative in West Winfield, N.Y., for her leadership and service in both company-supported and individual volunteer activities; and **Michael Provencher**, teller in Ludlow, Vt., for his individual volunteer service outside the bank's corporate program. Each of the award winners received a \$1,000 donation that will be made to the nonprofit organization of their choice. Berkshire Bank also named the following employees to its Community Service Honor Roll, recognizing their completion of a minimum of 150 hours of volunteer service in the last calendar year: **Dawn Adams-Rea, Theresa Andersen, Barbara Cooney, Joshua Cutler, Jody DeMarco, Marc Dickie, Leigha Durfee, Susan Gagne, David Gonci, Heidi Higgins, James Kochakian, Gary Levante, Elizabeth Mach, Ceroi Mello, Thomas Miller, Beth Molinero, LeeAnn Morrone, Sandra O'Neil, Elizabeth Phillips, Ann Ciepiela, John Privera, Michael Provencher, Monica Schlaepfer, Ray Smith, Michael Smith, Deborah Stephenson, and Karen Worcester.**

O. Andreas Halvorsen and **Robert Scott** were recently elected to lead the board of the Clark Art Institute. Halvorsen will serve as chair, while Scott will serve as vice chair. Halvorsen is the co-founder and chief executive officer of Viking Global Investors LP, an investment management firm with offices in Greenwich, N.Y., Hong Kong, and London. Scott was former president and chief operating officer and a director of Morgan Stanley, and is currently the chairman of Genpact Limited, a business process outsourcing company. The Clark's board also welcomed **Denise Littlefield Sobel** as its newest trustee. Sobel is the president of the Tikkun Olam Foundation Inc., which focuses on women's health, gender justice, and reproductive rights.



Lashway

Heather Lashway has been promoted at Berkshire Bank to the new role of first vice president and retail banking district manager for New York and Vermont. In this new position, Lashway will lead Berkshire Bank's New York and Vermont branches and regional managers, along with her continued leadership of Berkshire Banc Investment Services team. Lashway joined Berkshire Bank as vice president and regional manager for New York in 2011, bringing with her 17 years of experience in retail banking. Prior to joining Berkshire Bank, she was with Citizens Financial Group, where she served as senior vice president and sales manager for 225 branches in New York and Pennsylvania.

Tracie Barry has joined Jan Perry Realty & Associates in Pittsfield, where she will focus on residential, investment and vacation properties. A lifelong resident of Berkshire County, Barry has been working in the area since 1998 assisting both corporate and vacation travelers with short- and long-term housing. She has completed both the Accredited Buyers Representative and Sellers Representative Specialist courses.

Richard Rand, the Robert and Martha Berman Lipp Senior Curator of Paintings and Sculpture at the Clark Art Institute, will be leaving this position to become the associate director for collections at the J. Paul Getty Museum in Los Angeles in September. Rand, who has led the Clark's curatorial team since 1997, has played a prominent role in enhancing the Clark's curatorial projects, including the three-year international tour of its French paintings collection, the growth of its special exhibition program, and the recent reinstallation of its permanent collection following renovation of the original 1955-era museum building. Rand will remain at the Clark until early July and will work with his colleagues to launch the museum's summer exhibition program.

Becky Meier has joined Berkshire Community College (BCC) as community planner with the institution's Adult Learning Program located at BCC's South County Center in Great Barrington. In her new role, Meier is responsible for establishing and fostering relationships between the Adult Learning Program and the community at large. She will meet with community organizations and businesses to promote the program and bring the services of BerkshireWorks and other community organizations to students in the program. Meier, who speaks Spanish, previously served as administrative assistant at the Berkshire Immigrant Center in Pittsfield. She has an extensive background in elementary education, including teaching at Williamstown Elementary School in Williamstown and North Country School in Lake Placid, N.Y.

Jennifer Crowell has been named director of the Berkshire Cultural Resource Center (BCRC), housed at MCLA Gallery 51 in downtown North Adams. Crowell previously worked at BCRC as its program coordinator from 2013 to 2014. As the director of BCRC, Crowell is responsible for the organization and implementation of creative programming to enhance and promote MCLA as the regional provider of art and arts education for the cultural and creative community. BCRC programs include MCLA Gallery 51, MCLA Presents!, the Berkshire Hills Internship Program (B-HIP), Tricks of the Trade and DownStreet Art.



Crowell

Al Bashevkin, executive director of the Northern Berkshire Community Coalition (nbCC), was presented with the 2015 Commissioners Leadership Award at the Massachusetts Department of Public Health's annual Ounce of Prevention Conference, held recently in Worcester. The award recognizes exceptional leadership in promoting healthier and more equitable communities and in convening partners to advance this work. Bashevkin, who is stepping down from his position with nbCC (*June 2015 BT&C*), was cited for his long-term commitment towards improvement of community health and for his nearly three-decade leadership of the coalition and commitment to improving the quality of life of those in northern Berkshire County.



Bernstein

in the interface between mental/emotional well-being and expression.

Greg Roach, executive chef and prepared foods manager at Wild Oats Market in Williamstown, was selected as one of 15 finalists to compete in the Supermarket Chef Showdown at the FMI (Food Marketing Institute) annual expo, held in Chicago on June 9-11. Roach's recipe for "One Pan Skillet Bronzed Chicken with Quinoa and Beer Brat Jambalaya" was chosen from hundreds of entries across the country, to compete as one of the top three recipes in the Affordable Family Meals category. The 15 finalists were invited to Chicago's McCormick Place to attend FMI Connect and to compete in person in the 2015 Showdown cook-off.

For the fourth year in a row, **Stacey LaRock**, business client associate, has been named the Toole Agency's Employee of the Year. The annual award recognizes staff employees who make exceptional contributions to the agency in the areas of accuracy, customer service, dedication and more. LaRock holds the Certified WorkComp Specialist (CWCS) designation, is a Certified Insurance Service Representative (CISR), and has been employed by the agency since 2010.

United Personnel has announced the promotion of **Meghann Crandall** to business development manager. She previously served as staffing consultant, where she gained experience in attracting and retaining qualified individuals to support the business needs of companies in Berkshire, Hampshire and Franklin counties. Crandall's new role will optimize her expertise in account management, human resources and recruitment to assist companies throughout western Massachusetts with their hiring needs.



Crandall

Massachusetts College of Liberal Arts (MCLA) has announced the recipients of the Fifth Annual Berkshire County Educator Recognition Award, given by MCLA in collaboration with Berkshire County K-12 superintendents to honor the region's exceptional teachers. The recipients are **Glendon Chamberlin**, a first grade teacher at Muddy Brook Regional Elementary School in the Berkshire Hills Regional School District; **Jill Pompei**, '89, M.Ed. '97, a Title I director and literary coach at C.T. Plunkett School in the Adams-Cheshire Regional School District; and **Liza Barrett**, M.Ed. '98, a middle school English teacher at Mount Greylock Regional High School in the Mount Greylock Regional School District.



Samale

Fairview Hospital has appointed **Jill Samale**, MD, to the Fairview Hospital Medical Staff. Samale, a diplomate of the American board of Obstetrics and Gynecology, serves on staff at CHP Barrington OB/GYN. Prior to joining CHP, Samale practiced at South County Center for Women's Health in Wakefield, R.I., at Alice Peck Day Memorial Hospital in Lebanon, N.H., and served in private practice at the Baystate OB/GYN Group.

Katherine Lockridge, co-owner of Classical Tents and Party Goods in Pittsfield, was presented with a Massachusetts Hospitality Award at a recent ceremony at the State House in Boston. Massachusetts Hospitality Awards recognize dedication and exemplary service in tourism throughout the commonwealth. Lockridge was cited for exemplifying the spirit of Massachusetts hospitality in the Berkshires over the past 20 years as co-owner of Classical Tents, and as a founder of the Berkshire Wedding Tour, which brings wedding planners and professionals to the Berkshires to educate them on opportunities for destination weddings in the region. Lockridge, who serves on the boards of the Lenox Chamber of Commerce and the Berkshire Visitors Bureau, was also honored with a citation from the Massachusetts House of Representatives, offered by Rep. William "Smitty" Pignatelli of Lenox. The citation recognized Lockridge for "exemplifying a commitment to outstanding customer service and serving as a model to the Massachusetts hospitality industry."

Norman Rockwell Museum has hired **Rich Bradway** as director of digital learning and engagement, a position funded through a grant from the George Lucas Family Foundation to expand and re-imagine the museum's educational programming with 21st century learning tools. Bradway is the former associate director of e-commerce and new media at the Boston Symphony Orchestra, where he was responsible for building the BSO's digital user engagement initiatives. Prior to his employment with the BSO, Bradway owned Boston-based Blueplate Interactive Technologies, which served a wide range of clients.



Bradway

The Clark Art Institute has appointed **Christopher Heuer** as associate director of its Research and Academic Program (RAP), effective July 1. A noted European and baroque art scholar, Heuer was an assistant professor in the Department of Art and Archaeology at Princeton University from 2007-2014 and is currently the Samuel H. Kress Senior Fellow at the Center for Advanced Study in the Visual Arts at the National Gallery of Art, Washington, D.C. He is a widely recognized specialist in early modern European art and architecture, with an emphasis on painting, architecture, and print culture in northern Europe. Heuer's work at the Clark will focus on organizing many of RAP's intellectual events and collaborations, as well as daily engagement with the residential scholars in the Clark's Fellows program.

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Mathews

Greylock Federal Credit Union announced the selection of Kimberly Mathews as the newest member of the credit union's volunteer board of directors. Mathews replaces outgoing director J. Paul Dube, who retired after serving 50 years on the board. Mathews, whose term began April

21, has served as senior vice president and general counsel at Legacy Bancorp in Pittsfield, general counsel at Developer Finance Corporation in Williamstown, associate attorney at Bacon & Wilson PC in Springfield, and vice president and general counsel at Lenox Health-Care Inc. in Lenox. Dube, a retired unit supervisor for GE, was appointed to the board on Nov. 25, 1964, when the institution was known as the Pittsfield GE Employees Credit Union (PGEECU) and had assets of less than \$4 million. Today, it has over \$1 billion in assets, over 70,000 members and 12 branches. "As I look back, I want to thank the dedicated board members, excellent management team, and helpful and caring employees who interact with our loyal members for making being a director such a memorable and fulfilling experience," said Dube, reflecting on his 50 years of service.



Dube

Jesse Kowalski has been hired as curator of exhibitions at the Norman Rockwell Museum. Kowalski is the former director of exhibitions at The Andy Warhol Museum, where he was employed for 18 of the museum's 20 years. He has curated many of the Warhol Museum's popular traveling and in-house exhibitions over the last several years. In addition, Kowalski has developed cultural partnerships with museums, corporations, and governments while designing and overseeing the installation of exhibitions at dozens of museums in 15 countries. Most recently, he designed and supervised the reinstallation of The Andy Warhol Museum's permanent collection galleries.

State Sen. Benjamin Downing (D-Pittsfield) has been named the 2015 Western Massachusetts Champion for Children by the board of directors of the Children's Trust. Downing was cited for "his continuing commitment to children, his understanding of the importance of the Healthy Families program, and his knowledge that it does take a village to raise healthy, happy children and strong families." Healthy Families is an in-home parenting support and coaching program for young, first-time parents. Locally, the Children's Trust funds Healthy Families Berkshire County, which is operated by Child Care of the Berkshires Inc.

Emerson Badessa has joined the staff at Berkshire South Regional Community Center as youth development manager, a position that heads multiple initiatives that comprise the Youth Intervention/Prevention Curriculum at Berkshire South. Most recently with Project Adventure, Badessa brings skills in event management and leadership development, as well as experience as a challenge course facilitator, youth mentor, and summer camp programs to his new position. He will be responsible for the development, implementation, management and evaluation of intervention and prevention-based programming within Berkshire South as well as serving as a resource for the community at large.

Jacob's Pillow Dance Festival has announced that Andrea Sholler, former associate director of The Tow Foundation and executive director of Dance Theater Workshop, has joined the organization as general manager. Sholler is returning to the institution where she began her career as the Pillow's first development associate from 1983 to 1985. In her new position, she will oversee the administration and overall operations, including the education, development, finance, marketing, operations, production, and preservation departments, and will manage staff in the implementation of their strategic, programmatic, and financial goals. She succeeds the Pillow's general manager of 12 years, Connie Chin, who left in November 2014 to serve as chief operating officer for the John F. Kennedy Library Foundation. ♦



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Makers' Mill continued from page 1

Barber is relative newcomer to the northern Berkshires, having arrived in July 2014 to take a position as a publications assistant at the Williams College Museum of Art (WCMA). In her prior work and educational pursuits, including earning an MFA in the book arts program at the University of Alabama, she said she had developed an awareness and appreciation of the maker space model as a way of promoting creative activity and collaboration in various disciplines. "My interest in communal studio space goes back a while," she said.

Around the time of her arrival at WCMA last summer, a group of others involved in various aspects of the creative economy in the northern Berkshires were beginning to explore the feasibility of establishing a maker space in the city.

Through a series of public meet-ups to assess community interest in the concept, they identified the disciplines of fiber arts and printmaking as a good base for the establishment of a maker space. "They saw that there was a critical mass of people interested in this shared studio model," Barber noted.

Additional meetings and further development of the concept took place through the fall and winter, at which point Barber became involved in the venture, through her work with WCMA and her personal interest in the printmaking component of the proposed maker space.

Community support

Makers' Mill incorporated as a nonprofit organization in February, with Barber serving as board chair; Diane Scott, a management professor at MCLA, as treasurer; and Emily Watts, a Berkshire-based creator, maker and entrepreneur, as clerk.

Other board members are: Blair Benjamin, director of the Assets for Artists program at MASS MoCA; Marybeth Mitts, manager of spouse partner resources at Williams College; Jeffrey Thomas, executive director of Lever Inc., a northern Berkshire entrepreneurial development initiative; and Betty Vera, an internationally exhibited fiber artist.

The composition of the board hints at some of the leading local institutions that are involved in and/or supporting the launch of Makers' Mill – through either direct financial contributions or other needed resources.

Beyond the role these institutions are

playing, Makers' Mill has also established a broader base of community support.

Earlier this year, organizers held a crowdfunding campaign that sought to raise \$10,000 to support the launch of Makers' Mill. Barber noted that the campaign surpassed that goal and raised a total of \$12,630 from 162 contributors across the region.

"The idea was to use that money to buy equipment and other things we needed for the start-up," said Barber. "But it turned out

that we had a lot of equipment donated to us, which helped to keep our start-up costs very low. So, the money [raised in the crowdfunding campaign] will be used to cover our operating costs as membership builds."

That financial cushion is important, said Barber, since Makers' Mill will operate as a nonprofit enterprise, and since its own sources of revenue will be both limited and modest, at least at the onset.

"My goal is for it to be a beehive of activity, but that's not going to happen on day one," said Barber in an interview shortly before the June 12 grand opening event for Makers' Mill.

Membership model

Membership is a key component of the business model for Makers' Mill, as it is with other maker spaces. It is also a primary source of revenue for the venture.

An all-inclusive membership to Makers' Mill costs \$40 per month. For students age 18 and over, the membership fee is \$25. (Due to liability issues and other considerations, individual memberships are not available to those under age 18.)

Barber explained that membership provides access to the shared workspace and all machines and equipment at Makers' Mill. The printmaking equipment includes screen printing, relief printing presses, book binding equipment, and paper cutting machines. Fiber arts equipment includes a large-format loom, two small floor looms and other weaving equipment, and sewing machines.

Some additional tools and resources are also included in the membership fee. Other basic materials used in printmaking and fabric arts such as inks, paper, fabric and quilt batting are available at an additional cost or are provided by the member.

Barber noted that members must be certified for use of specific equipment at Makers' Mill before they can access that equipment independently. For those already experienced in use of the equipment, this can be done by scheduling a testing session in which a member demonstrates competent and safe use of the equipment. For members needing an introduction to the basic operation and safety of equipment, training sessions led by skilled artists are offered by appointment.

In addition to individual training sessions for members, Makers' Mill will also offer equipment training classes that are open to the general public. Barber said these and other workshops will be geared toward makers of all ages and backgrounds, with additional outreach programming targeting children, teens and families. (Members receive a 10-percent discount on these programs and workshops.)

Another aspect of membership at Makers' Mill is the direct participation that members will have in its basic operation. Barber explained that all members will be responsible for serving at least two hours of volunteer time in the shop per month. This basic requirement reflects the all-volunteer nature of the operation.

"There are no paid employees – at least for now," said Barber. "In order to keep the doors open, we need to have someone on site at all times."

She said Google Calendar will be used to schedule the members' two-hour shifts (with established processes for rescheduling

when necessary). During these shifts, members are able to work on their own projects. This summer, a paid intern provided by MCLA will also be on site to oversee operations at

times not covered by members.

Hours of operation at Makers' Mill are Tuesday and Thursday from noon to 11 p.m.; Wednesday and Friday from noon to 7 p.m.; Saturday from 10 a.m. to 7 p.m.; and Sunday from 10 a.m. to 2 p.m. (it is closed on Monday).

Barber noted that these and other aspects of the operational model are still under development, and are subject to change as membership builds. For example, they may explore offering a family membership that would allow children under 18 to utilize the space when accompanied by a parent.

"A lot of this is trial and error," she said. "It's an unusual business model, but it's not unusual for a maker space."

Broader revitalization plan

In certain respects, Maker's Mill can be seen as a component of a multi-faceted community revitalization strategy drawn up over the past few years by North Adams Partnership (NAP), a consortium of business, community and philanthropic interests that has been collaborating on a vision for the city that would more fully tap its existing resources and create new energy, enhanced quality of life and economic dynamism throughout the community (*April 2014 BT&C*).

Barber explained that Makers' Mill is not directly connected to NAP, but that the concept for a maker space outlined in NAP's strategic plan helped inform the process of establishing the new Main Street facility.

That indirect relationship is consistent with other elements of the NAP strategic plan that are at various stages of development. Some, such as the establishment of a co-working venture known as Cloud85 (*January 2015 BT&C*), have been implemented and are now operational. Others, such as formation of Greylock Market, a mixed-use redevelopment of the Western Gateway Heritage State Park complex, remain in the planning stages.

The Greylock Market project, which has been hampered by complicated pre-existing legal disputes between the city and Heritage State Park tenants, was originally envisioned as a potential site for a maker space.

Barber noted that early organizers of Makers' Mill decided to move forward with the maker space project at an alternate location rather than wait for the Greylock Market to take shape.

The closing earlier this year of I Got Goodies, a downtown candy shop, created a vacancy on Main Street that was well suited to Makers' Mill.

"It was already well set up for our needs," said Barber, noting that the 1,900-square-foot space had large counters along the walls, sinks and other necessary plumbing fixtures installed, and other attractive features.

The Makers' Mill board worked out a lease agreement with property owner Scarafoni Associates and began renovations this spring to prepare for the opening of Makers' Mill.

The maker space is divided evenly into sections for the two creative disciplines,

with fabric arts equipment and materials to the rear, and printmaking to the front. Both sections have ample space for multiple members to work on projects, and are large enough to accommodate groups for classes and workshops.

Barber noted that the pragmatic decision to establish Makers' Mill in this space also has some tangible benefits for both the venture and the downtown community. "Main Street gives us good visibility for our start-up," she said. "And what we're doing here will also bring more people to Main Street."

Expansion options

While printmaking and fabric arts are the initial focus at Makers' Mill, Barber said expansion into additional creative disciplines is anticipated in the near future. Likely candidates include woodworking and jewelry making.

The exact location for these and other creative activities remains an open question, however. Aside from space constraints at the 73 Main St. site, some creative disciplines are not suited to a downtown storefront. For example, Barber said, woodworking activities would require a site zoned for industrial purposes.

That consideration raises the possibility of establishing such operations in a separate location with the proper zoning. "We're open to the idea of having satellite operations outside of our space on Main Street," said Barber.

She added, however, that relocation and expansion of Makers' Mill activities to a different, larger location was also on the table. Among other options, that could include consideration of the future Greylock Market, which would have the space and zoning to accommodate the full range of creative disciplines that Maker's Mill might incorporate.

"The conversation [among the board] has been 'expand and move,'" she said. "But that's something that will take shape over time."

For now, Barber said, the emphasis is on a successful launch for Makers' Mill on Main Street, which includes introducing the venture to the creative community and building membership.

"Our target is about 40 members," said Barber, adding that "the bar is relatively low right now in terms of what we need to be sustainable."

Beyond basic financial considerations, Barber said the ability to attract and maintain active members will be integral to the success of Makers' Mill.

"It's a socially minded business venture," said Barber. "A main benefit of this kind of community space is interacting with people working in the same or different disciplines."

In that respect, she hopes to see members who join for one discipline becoming involved in new areas of creative activity. "Our goal is to have a diverse base of members, whose interests overlap and expand across disciplines," Barber said.

That, she added, will help cultivate an environment for experimentation and collaboration in new media and processes, while also boosting economic and creative vitality in the region by empowering people to make. "We want Makers' Mill to be a hub of creative activity," she said.

In addition to individual membership, Makers' Mill also offers institutional membership programs for companies that would like to provide employees with access to the maker space. For information about membership at Makers' Mill, visit northadamsmakersmill.org. ♦



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Living Building Challenge takes LEED criteria, goals to higher level

Local consultant on college environmental center earns recognition for firm's work on self-sustaining facilities

BY JOHN TOWNES

Since its launch in 2000, the LEED certification program has become a prominent and successful strategy in efforts to move the mainstream of building design and construction in a greener, more environmentally sustainable direction.

Now, another initiative, the Living Building Challenge (LBC), is taking a similar approach as LEED, but with a greater sense of urgency and more dramatic goals.

Both programs are industry oriented and share a basic purpose of creating a demand for sustainable technologies and materials, and making them more available and affordable as common elements of buildings and site development.

The LBC, however, takes this process to another level – to accelerate, intensify and broaden those goals and encourage more fundamental transformations in the way we design, construct and use buildings and sites.

Among other factors, the LBC emphasizes “regenerative design” solutions. These are projects that go beyond the reduction of waste and other negative impacts. Instead LBC projects are designed to proactively improve the environment, encourage social and economic equity, and contribute to larger global sustainability.

“LEED has made a positive and significant difference, but it’s based on gradual change over a long period of time,” explained Charley Stevenson, owner of Integrated Eco Strategy, a Williamstown firm that provides consulting services to architects and builders on sustainability planning, energy efficiency, and green building certification.

“The Living Building Challenge, on the other hand, takes the position that incremental change is not enough, because of the serious pressures of climate change and the other critical issues we are facing,” he continued. “It recognizes that we need to more rapidly make a leap to a very different way of doing things. We already know how to do that. Instead of correcting problems in 50 years, why not build solutions into projects now?”

When it comes to the LBC, Stevenson is both an expert and a passionate advocate.



Charley Stevenson, shown here by the Green River behind his company's office in Williamstown, has been named a 2015 Living Building Hero by the Living Future Institute, which administers the Living Building Challenge (LBC). Stevenson consulted on the recently completed Class of 1966 Environmental Center at Williams College, which was designed and constructed to adhere to rigorous LBC criteria.

Stevenson was recently named as a 2015 Living Building Hero by the Living Future Institute, the organization that sponsors and administers the Living Building Challenge. The award was announced at a conference in Seattle in April.

Stevenson was cited for his firm's leadership on several projects based on the LBC standards in Massachusetts, as well as his overall advocacy and educational activities.

One of those projects is the Class of 1966 Environmental Center at Williams College in Williamstown, which was officially opened in April. This 7,000-square-foot complex, on a 1.1-acre site just behind the new Sawyer Library, houses the college's Center for Environmental Studies and the Zilkha Center for Environmental Initiatives.

The facility, which integrates a historic 1790s frame structure with new construc-

tion, was designed and constructed to adhere to the LBC requirements, with the goal of achieving certification.

Stevenson served as a consultant on the LBC aspects of the project, which was designed by Black River Design.

The Williams facility incorporates features such as locally sourced wood and other materials, a self-sustaining water system, on-site renewable energy generating sources, areas dedicated to the growing of fruit trees, and other criteria of the LBC.

The recent award also cited Stevenson's current efforts to incorporate the LBC in several other projects in Massachusetts. These include Kern Center at Hampshire College and the Hitchcock Center for the Environment, both in Amherst, and the Lloyd Center for the Environment in South Dartmouth.

So far, only seven buildings worldwide

have successfully met all criteria of the LBC for full certification – in part, because it is a relatively new program, and because the criteria and scoring system for the LBC are much stricter than the LEED process.

However, Stevenson and other supporters believe it can ultimately have a wider impact, in a similar way that LEED has raised the overall bar for green building.

While they are separate initiatives, LEED and LBC complement each other as different options, said Stevenson, who also helps projects to obtain LEED certification through Integrated Eco Strategy (413-776-9343 or www.integratedecostrategy.com).

“The Living Building initiative is now an independent program, but it started as a branch of LEED,” he noted. “And it is likely that some projects will seek both forms of certification.”

Moving the market

The LBC and LEED are based on a common strategy and goal, which is to generate an initial demand for products, technologies and methods of construction that are more environmentally sustainable and healthy.

This creates and stimulates markets for less toxic building materials, energy conservation systems, and other environmentally oriented products and technologies. That, in turn, makes sustainable products more economically viable and widely utilized.

“It's easier for the market and consumers to stay with the status quo,” explained Stevenson. “But if designers and builders start asking for products that use materials that are less toxic, manufacturers will respond by developing and selling those products – and that establishes a market for them.”

LEED (which stands for Leadership in Energy and Environmental Design) is sponsored by the U.S. Green Building Council. It grades projects on a point system based on categories that include integrative process, location and transportation, sustainable sites, water efficiency, energy and atmosphere, materials and resources, indoor environmental quality, innovation and regional priority.

The motivations for sponsors, designers and builders to pursue LEED certification include a genuine commitment to the environment and the desire to create healthy and sustainable buildings. There are also practical incentives, such as reduced energy costs, and the benefits of certification in terms of public relations and marketing.

For professionals in the design and construction industries, the ability to adhere to these standards and practices is also becoming more of a necessity. More customers – including institutions, government agencies, businesses and individuals – require LEED certification or other green credentials in projects.

Stevenson noted that LEED has had a much larger cumulative effect than the number of projects that actually seek and achieve certification, and it has been successful in bringing sustainable alternatives into the mainstream on many levels.

“A relatively small percentage of building projects actually make the effort to achieve LEED certification, but the impact is much wider than that,” said Stevenson. “You see the results in the greater number of sustainable products that are available at Home Depot, for example.”

The LBC is intended to advance this process more dramatically and rapidly.

The concept for the LBC emerged in the mid-1990s in a research project to produce the most advanced sustainable design project in the world. Located in Bozeman, Mt., it was known as EpiCenter and was funded by National Institute of Standards and Technology.

There was a subsequent effort within the U.S. Green Building Council to adopt this concept by adding a Living Building Challenge level to the LEED program.

“There were members of the council who felt that LEED Platinum (the highest level of LEED certification) didn't go far enough,” said Stevenson. “There were discussions about adding a Living Building Challenge, but it didn't happen.”

Instead, members of the Cascadia Green

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Building Council, an affiliate in the Pacific Northwest, established the International Living Building Institute in 2009 as an umbrella organization for the Living Building Challenge and its auxiliary programs.

The Institute certified the first projects in 2010. The name was changed to the Living Future Institute (living-future.org) in 2011.

Wide-reaching goals

In addition to construction and design requirements, the LBC also extends to other environmental, economic and social goals.

It is based on seven performance categories (or “petals”) which include place, water, energy, health and happiness, materials, equity and beauty. These are subdivided into a total of 20 “imperatives.”

The LBC requires that projects seeking certification are self-sustaining, with a goal of zero impact on the larger environment. Beyond that, projects are expected to actively improve the local environment, and contribute to global sustainability and other social and economic values.

For example, rather than conserving electricity delivered from the grid, LBC certification requires that a facility must generate all the energy it will use on site through renewable sources such as solar, wind or geothermal.

It must also utilize a “closed loop” system of water use, by harvesting and treating its own water, without relying on municipal supplies or sewage systems.

Building materials must be non-toxic, following a “red list” of chemicals to avoid.

In addition, LBC has requirements for the sourcing of materials. “It looks at the entire supply chain, including the manufacturing process and effect of materials at their source,” said Stevenson.

It encourages the use of sustainable material from local sources as much as possible. If outside materials are used, they must be from suppliers that adhere to accepted sustainable practices in their use of raw materials and



Combining a 1790s frame structure with new construction, the Class of 1966 Environmental Center at Williams College features a wide array of self-sustaining systems – from energy to water to food production – that are geared toward achieving certification under the Living Building Challenge criteria.

production processes, as well as their social and economic principles.

The LBC also requires that certified projects include the growing of food, either on site or in another location.

While producing food may seem to be a stretch for an office or classroom building, it reflects the broader goal of the LBC, according to Stevenson.

“Everything is oriented to encouraging sustainability in all aspects of the built environment,” he said. “It also is part of the goal of removing the artificial separation between human activity and the natural world.”

The Class of 1966 Environmental Center at Williams reflects that, with space allocated for a small orchard and other food cultivation at the site.

That project adheres to the LBC requirements throughout the facility.

It was supported significantly by gifts from alumni and grants. The Class of 1966 provided the naming gift in honor of its upcoming 50th reunion.

The older wood structure, formerly known as Kellogg House, has been the home of the college’s Center for Environmental Studies since 1978. With the new addition, it now also houses the Zilkha Center for Environmental Initiatives, the college’s administrative operation that focuses on sustainability across the campus.

In addition to faculty and staff offices, the building has classroom space, a kitchen, reading room, and an outdoor amphitheater. It is open to students 24 hours a day.

It uses on-site solar energy, and rooftop water collection to produce 100 percent of the energy and water required for its operation. It also has a treatment system to clean

and purify its wastewater before returning it to the outside environment.

The reconstruction project is designed to maximize useful space. The offices are compact. The larger rooms have multiple functions as classrooms and meeting rooms in the day, and in the evening as student study spaces and workrooms, and informal gathering spaces for faculty, students, staff and alumni.

Stevenson noted that the completion and opening of the facility is only the first step in achieving LBC certification. For a building to meet the LBC requirements, it must demonstrate net-zero energy and water consumption for one year of full occupancy, among other requirements.

“If it meets all the criteria after a year, it will be eligible for certification,” he said. “The community will need to work together in the building to see that it performs as intended, and there is tremendous educational value in that level of engagement.”

Stevenson acknowledged that the requirements of the LBC may seem daunting, and it does demand a great deal of commitment and effort from those seeking certification.

However, he added, LBC projects can serve as prototypes of what can be accomplished, even for projects that don’t seek or receive certification.

And, like LEED, it can create conditions that encourage more widespread adoption of sustainable design and products.

Stevenson noted that these products and technologies already exist, and that the most important element in adopting them is cultivating the will to use them on a wider basis.

“For years, we’ve had the technology and know-how to design and construct buildings that take care of all their own needs, while minimizing external impacts,” he said. “Achieving this high performance requires changes in the materials marketplace and new regulatory frameworks. LBC projects advocate for these advancements, and they serve to bring these approaches into the mainstream of construction.” ♦

“Everything is oriented to encouraging sustainability in all aspects of the built environment.”

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MARKETplace

TOOLS OF THE TRADE

Does your marketing mirror your business?

BY DEB WATSON

When you started your business and established either your office or retail location, you gave a lot of thought to how it was organized, set up and decorated. You wanted to create a good first impression – one that reflected the personality of your business as well as letting the world know how good you are! People are more willing to do business with you if they like what they see.

While a strong physical presence is understood to have a tangible impact on the success of a business, a lot of companies don't realize just how important their digital presence is. Today, most people will do research



Deb Watson, owner of Business Marketplace (413-281-3476 or deb@businessmarketplace.com), provides website, marketing and graphic design services.

online and likely visit your website before they ever step foot in your store or call your company to set up an appointment. This is why it's imperative that your website reflects the image that you want.

Is it uniquely YOU?

Your website should be distinct and uniquely yours. The last thing you want to do is use a boring, template-style design that visitors have seen hundreds of times all over

the Internet. It should have information and images that contain personal touches. These could include:

Meet the staff – When someone calls, it helps when they can visualize who they are talking to. As well, if they met someone from your company while networking, this can help refresh their memory about which person it was. Adding a brief bio is always a nice touch – just don't overdo the personal information. No one really cares that you love your beagle or motorcycle unless that is the business you're in.

About Us – Providing information about the level of experience your staff brings to your customers is always a good thing. If there is a mission statement that is well done, that can help. Just keep in mind that "Providing excellent customer service" is not a mission statement, nor is it a marketing tag line – it's what everyone strives to achieve.

Pictures – Visuals are always important, whether it's a picture of your retail store so people recognize it when looking for you, showing your staff in action helping a customer, or a technician working on a client's project. These pictures should help the visitor feel a sense of confidence that you would handle their project with respect, professionalism and care. Showing a filthy workroom won't help anything, even if it does show you're busy.

Is there brand consistency?

Make sure that your website design and your in-person business design are consistent. For instance, if your company colors are red and blue, then obviously including a red and blue color scheme on your website is also a good move.

By the same token, if your logo and other business text are in a specific font, use that

font for the headings of your website. If you have a marketing tag line (which, hopefully, you do), it should be presented as well. These little touches will help make the connection between the website and the storefront or office in customers' minds. Branding is so important, even for small businesses.

Is it user friendly?

When you first set up your store, you gave thought to how you would organize your products, what the flow would be for your customers to make it easy for them to find what they are looking for. You didn't want them assuming you don't carry what they need and going to your competition.

It's the same with your website. You only have a few seconds for a first-time visitor to determine whether you have what they are looking for, and to find it in only a few clicks. If they found you from a Google search, all they have to do is click the "back" button in order to find all of your competition.

Does it reflect your style?

Your website should have a similar tone to your business. For example, if your business prides itself on being fun and casual, then you will want to include some playful elements to your web design as well. By contrast, if your company prides itself on its long tradition and simple elegance, you will want to have a more understated, simple tone on your website. The goal is for someone who has visited your website to feel familiar when they visit your store or office.

The principles listed here are just as applicable to your other marketing activities – brochures, display ads, newsletters, direct mail, etc. Everything you do to market your business must be consistent in presenting the "real you." ♦

The principles listed here are just as applicable to your other marketing activities. Everything you do to market your business must be consistent in presenting the "real you."



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Vlada Rouseff
continued from page 1

Over the decades, the business has also gone through its share of changes, while continuing to reflect the personality and tastes of its owner.

“Although many styles have come and gone (thank goodness!), my philosophy on clothing has remained the same – attractive, comfortable, functional, affordable,” writes Rouseff on her website.

Rouseff, who grew up in Wisconsin, came to Stockbridge, and to her role as a business owner there, by a circuitous route, beginning when she moved east to New York City as a young woman to study theater.

“I never really planned this or had a specific goal,” she said. “Things just fell into place and worked out as I went along.”

She started visiting friends in the Berkshires in the 1960s, while living in New York. “I began coming up for an occasional weekend, then for a month, then for the summer,” she recalled. “Finally, I moved here full time.”

Her transition from being a creative liberal arts and theater student to becoming an entrepreneur was also gradual.

While living in New York, Rouseff had a storefront studio in Greenwich Village, where she created and sold her clothing.

“I had a small sewing machine, and I’d made a dress for myself,” she said. “My friends liked it, and wanted me to make something for them. That led me to selling clothing.”

She also channeled her creativity into making handbags, jewelry and other items.

In 1970, she established her business in Stockbridge, after meeting the late Jane Fitzpatrick, owner of the Red Lion Inn.

“I had a job waitressing at a restaurant in Canaan, N.Y., at the time,” she recalled. “I applied for a job at the Red Lion. When I met Jane Fitzpatrick, I also asked her for advice about selling my crafts. She offered to rent me two rooms in a building off the back parking lot. So I started selling my own items and the work of other craftspeople there in the summers.”

She continued to build her business as a summer resident into the late 1970s, and augmented sales at the Red Lion site with participation as a vendor at area craft fairs.

In 1977, Rouseff moved to Stockbridge full time. The next year, she opened Vlada Boutique as a year-round shop in the former Stockbridge train station, where she operated for two years. “The train station was a wonderful space, but then one winter the interior flooded, and I decided I’d better find another location,” she said.

When a storefront space on the first floor of a residential-commercial building at 17 Elm St. became available, she relocated there, and the business has been there ever since.

On a personal level, she also established her roots here permanently when she purchased a home in Stockbridge in 1979.

Over time, Vlada Boutique has evolved



Vlada Rouseff is joined on the steps outside her Elm Street boutique by manager Diane LaConte, who was hired at the beginning of the year to oversee day-to-day operations. “After running the business on my own for so many years, I wanted to lighten some of the pressure of always being here,” Rouseff says.

from its original focus on consignment sales and locally made crafts and clothing to become more oriented to retail sales of manufactured items.

“I was in California one winter, and I met with a wholesale rep, and when I came back I started visiting wholesalers in New York,” Rouseff recalled. “I found that working with products from wholesale suppliers worked better for the store, so I began to place more emphasis on that.”

While the store’s merchandise selection is still eclectic, it has also become more

focused on its own niche of clothing and accessories. “When I started out, the store was just a fun mix of whatever I wanted to carry,” Rouseff said.

As more specialized stores opened in the Berkshires, she decided it made sense to concentrate on her own specialties, rather than a broad selection of products that were available elsewhere.

That includes an emphasis on products made in the United States, and on the work of up-and-coming women designers and women-owned businesses.

More recently, the business has gone through another transition, which also reflects a personal shift for Rouseff.

At the beginning of the year, she hired a manager, Diane LaConte, to oversee the business, which also has three other sales associates: Wendy Albano, Jo-Ellen Height, and Paige Killiard.

“After running the business on my own for so many years, I wanted to lighten some of the pressure of always being here,” Rouseff said. “I’m still actively involved in the business, but I’ve stepped back from the day-to-day operation of the store. I’m more involved in the planning and buying now.”

This winter and spring, she and LaConte redesigned the interior of the store to freshen it up and reflect its emphasis on domestically made apparel and women designers and businesses.

Rouseff, whose father was a painter, is also now spending more time on that side of her own creativity. She is painting and working to promote and sell her artwork.

To mark the anniversary, Vlada Boutique will be offering special sales and other activities. For an updated list of events, visit the store’s Facebook page. ♦



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GETTING started

BODY LAB GB

Mix of health, fitness, relaxation services at new boutique studio

BY JOHN TOWNES

When she turned 50 last year, Bridget Ford Hughes decided to take stock of her life.

"I took a breather to think about what I wanted to do next," she recalled. "I've always been a fitness jock, and had always wanted a space for myself for a health and fitness studio."

She decided to go for it, and the result is a new venture, Body Lab GB (short for Great Barrington). Hughes opened the studio in January at 115 Gas House Lane, just off Main Street at the northern edge of downtown Great Barrington.

Hughes offers a mix of services, including personal fitness training and coaching, and customized yoga and Pilates instruction. She also provides a full range of massage therapies, including Swedish and deep-tissue massage and myofascial release.

In her promotional material, Hughes describes Body Lab as "a boutique studio where you can Power Up or Power Down," referring to the mix of exercise and relaxation services available.

The emphasis at Body Lab GB (413-345-6899 or www.bodylabgb.com or on Facebook) is on individual one-on-one instruction, rather than classes.

While she does have two massage therapists on staff, Hughes conducts most of the training and performs much of the massage therapy herself, rather than having a large staff or network of outside contractors.

"This is the culmination of all that I do," she said. "I'm doing almost everything, including training, massage, and advertising, networking and outreach."

Hughes brings deep experience to the



Bridget Ford Hughes has opened Body Lab GB in a commercial space just off Main Street in downtown Great Barrington, where she offers personal fitness training and instruction, and a range of massage therapies.

business. A native of Chevy Chase, Md., she moved to New York City to study at the Swedish Institute College of Health Sciences, earning a degree in 1994.

She developed a massage therapy practice in New York, where, in addition to other clients, she worked with prominent celebrities and athletes. For a period, she worked as a personal trainer for the clothing designer Tommy Hilfiger, and traveled extensively with him as part of his entourage.

In the later 1990s, she also began spending time in the Berkshires after she was

recruited to work as a massage therapist at Canyon Ranch Spa in Lenox. After dividing her time between locations, Hughes moved to the Berkshires 10 years ago when she met her husband, Jonathan Prince, who is a sculptor.

In addition to her background in Swedish massage, Hughes studied and gained certification in a variety of health and fitness practices, including other massage techniques, advanced yoga, and Pilates exercise, among others. She also gained certification as a personal fitness trainer.

Cancer support program

Her life took a more challenging turn in 2006, when Hughes was diagnosed with cancer. She then went through a period dominated by surgeries and other treatments, and then the process of recovery. Hughes noted that she is currently diagnosed as cancer free.

That experience also led her into another focus, as an advocate for providing access to holistic health services to assist with treatment and recovery for women with cancer.

In 2010, she established "the pastures," a program that provided spa services, referrals and other forms of support for women with cancer. It was based in a barn at her home in the secluded town of Southfield.

After several years, she phased out that

program. It has since transitioned into the Women's Cancer Wellness Fund, which is managed by the Berkshire Taconic Community Foundation. The fund provides scholarships to help women with cancer pay for holistic therapeutic services.

"One reason for that is that the situation has changed and improved since I was first diagnosed, and received treatment," Hughes said.

Unlike in larger cities, she explained, in Berkshire County there were very few connections between the medical providers of cancer treatment and holistic health services.

"Through my own experience, I realized that it can be very isolating in Berkshire County for women with cancer," Hughes said. "It was also very difficult for them to find out about appropriate holistic treatments and services. Although there are many wonderful practitioners here, they work independently. There wasn't a central resource for women to find and access services that could help them."

That, however, has improved in recent years, she said, citing the opening of the BMC Cancer Care Center, (which Berkshire Health Systems established in 2013 on its Hillcrest campus in Pittsfield) as one important change.

"They provide a wide range of services and referrals and support, which has made the situation much better," she said. "So, what we did at the pastures became less necessary."

She emphasized that the Women's Cancer Wellness Fund (thepastures.org) continues to be an ongoing program.

While moving on from that period of her life, Hughes said her decision to open Body Lab GB was cemented when she found the building the business now occupies. It is next to Gilmore Heating and Plumbing, which had previously used it as office space.

Hughes said that one of her goals was to create an inviting space that would ease the stress of clients, and offer a healing environment. "The interior of that building suited what I wanted to do perfectly," she said.

She added that the space did not require any significant renovation, other than some cosmetic work such as repainting and re-decorating.

"My major start-up expense has been signage, to let people know where we are," she said. "Even though it's right off Main Street, it's hidden behind the Cumberland Farms store, and it's difficult to see or to find the entrance."

Hughes said her target market is a mix of local residents and second-home owners.

Business so far has been encouraging, she said. In part, she started with a network of potential clients who know her from other activities, including classes she has led elsewhere.

"It's been a good start, and we're getting busier," she said. "Most of the people who have booked me already knew me from the community, or through word of mouth. Now I'm trying to spread the word about this more widely." ♦



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Company provides peer-based personal services for elderly

BY JOHN TOWNES

A new service, Seniors Helping Seniors, is adding a twist to the traditional role of personal care services for the elderly.

While delivering personal services to seniors in a manner similar to other providers, the caregivers at Seniors Helping Seniors are contemporaries of the clients. Its staff of personal assistants range in age from people in their late fifties to those in their eighties.

Jane Apkin, owner, explained that the idea is to match seniors who need some assistance with other seniors who want to help. The business's motto is "Like Getting Help from a Friend."

"Our staff, like our clients, are people who have a lifetime of experiences," said Apkin, a resident of Lanesboro, who started the business in November. "They can relate to each other more as peers than if a caregiver is much younger."

Seniors Helping Seniors (413-822-9988 or www.SeniorsHelpingSeniors.com/Berkshires) offers a variety of non-medical personal care services. Its attendants provide assistance with light housekeeping, grooming and dressing, meal preparation, mobility assistance, errands, pet care, minor home repairs, and transportation to appointments or shopping, among others. The service also offers respite care, and some specialized services, such as assistance to clients with dementia.

Apkin said the physical status and needs of clients are diverse. "There usually is some form of disability involved," she said. "However, those can vary, ranging from clients with mild impairments to those with conditions that are more severe and limiting. Some clients can't leave home, and may require a lot of assistance with daily tasks. But others are still basically physically capable and mentally alert, and just need some help with certain things."

She added that transportation is a primary need for some. "Transportation is a big problem in general in Berkshire County," she said. "For clients who are unable to drive, having someone to take them shopping or to appointments is important."

Apkin noted that companionship, an inherent part of all personal services and caregiving, is a particular priority at Seniors Helping Seniors, because of the peer-based nature of the service.

"That is important, especially for clients who are socially isolated because they are not able to get out, or they might not have family in the area," Apkin said.

She added that she personally screens the staff, and selects attendants for specific clients. Beyond making sure a caregiver is suited for the specific nature of help and tasks involved, the goal is to match compatible people who are likely to relate well and have rapport.

"I make a real effort to match clients and assistants based on personalities, and how comfortable they will be with each other," she said.

Apkin said the caregivers come from a variety of backgrounds. Some have a background in personal care, but others are from other fields.



Jane Apkin (seated, second from right) has launched a new business in which seniors are recruited to provide personal care and assistance to other seniors in need of such services. She is joined here by some of her staff members: back row (left to right) – Ginny Bingham, Ruth Harrison, Maggie Sadoway, Jim Chapman, Dave Wesley and Pat Perrone; front row – Susan Gagliardi, Martha Leja, Jane Apkin and Evelyn Goggia.

"We have many retired people, including former businesspeople and professionals from different careers," she said.

She added that one criteria is that the caregivers are motivated by the work itself. While the jobs of caregivers are paid positions, the work is generally part-time.

"If someone wants to do this primarily as a source of income, I suggest to them that they should probably apply to another agency," Apkin said. "The people who work for us are generally seniors who have some extra time,

and want to remain active. They choose to do this primarily because they want to be helpful to others, and they find this personally satisfying."

She said there are hiring guidelines and requirements, including background checks, to ensure safety of clients and quality of service. The company is licensed, bonded and insured, and caregivers are covered by the firm's overall insurance.

Apkin said the company's prices are competitive with other services. She added that one advantage is flexibility.

"Clients can use our service as much or as little as they choose, and they can call us whenever they want," she said. "We don't have any contracts with required minimum commitments."

She added that the schedule for caregivers is also flexible. "We tailor the assignments to how much the person wants to work, when they are available and what type of work they want to do," she said.

Apkin said the business currently has about 20 clients and a team of 35 caregivers.

It has attracted clients through word of mouth and advertising. She also promotes the service personally on a door-to-door basis.

She added that the process of locating caregivers has almost happened spontaneously.

"People who want to be caregivers have been coming out of the woodwork seeking me out," she said. "One thing that has happened

is that people have seen the advertising for the service, and call to apply for jobs."

Originally from Wisconsin, Apkin worked in adult neurologic rehabilitation for 20 years and started a rehabilitation services business in Florida. She moved to the Berkshires five years ago, after meeting and marrying William Apkin, who lives here.

Prior to starting Seniors Helping Seniors, Apkin worked locally as a speech pathologist on assignment for Porchlight VNA, Sweet-

brook Nursing Home and the former North Adams Regional Hospital.

She said her decision to start the business was prompted by the closure of NARH last year, although she continued to have other sources of work as a speech pathologist.

"With the closing of the hospital system, I knew there would be a lot of people who had relied on them who would become more isolated and need this kind of help," she said, adding that she decided to start a business to address that need.

Seniors Helping Seniors is a national company. Apkin applied for, and received, a franchise for the western Massachusetts territory. The national company provides support and guidelines, and the franchisees operate their business autonomously, she explained.

Originally she had focused on the northern Berkshires, but has expanded the service to cover all of the Berkshire County. Technically, she added, her franchise extends east of the county to Westfield. "In order to meet the population requirements for a franchise, the territory had to be that geographically large," she said.

Apkin currently handles all of the screening, training and management herself, with the assistance of a part-timer bookkeeper.

When she was planning the business, she originally intended to continue working as a speech pathologist. "But, by December, I was working 70 hours a week," she said. "At that point, my husband and I decided it would best for me to focus on this full time."

Apkin said she is concentrating on Berkshire County, with plans to expand to the east towards Westfield once the business is firmly established here.

"Initially the business has grown gradually, almost on a street-by-street basis, starting in north Berkshire County," she said. "That also seems to be the pattern in the central and southern sections of the county. I want to expand in a way that is manageable and allows the personalized approach that is so important." ♦

"Our staff, like our clients, are people who have a lifetime of experiences. They can relate to each other more as peers than if a caregiver is much younger."

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GETTING *started*

spotlight on new business ventures

CLOVERSHIRE.COM

Online retail venture offers wide range of 'earth-friendly' items

BY BRAD JOHNSON

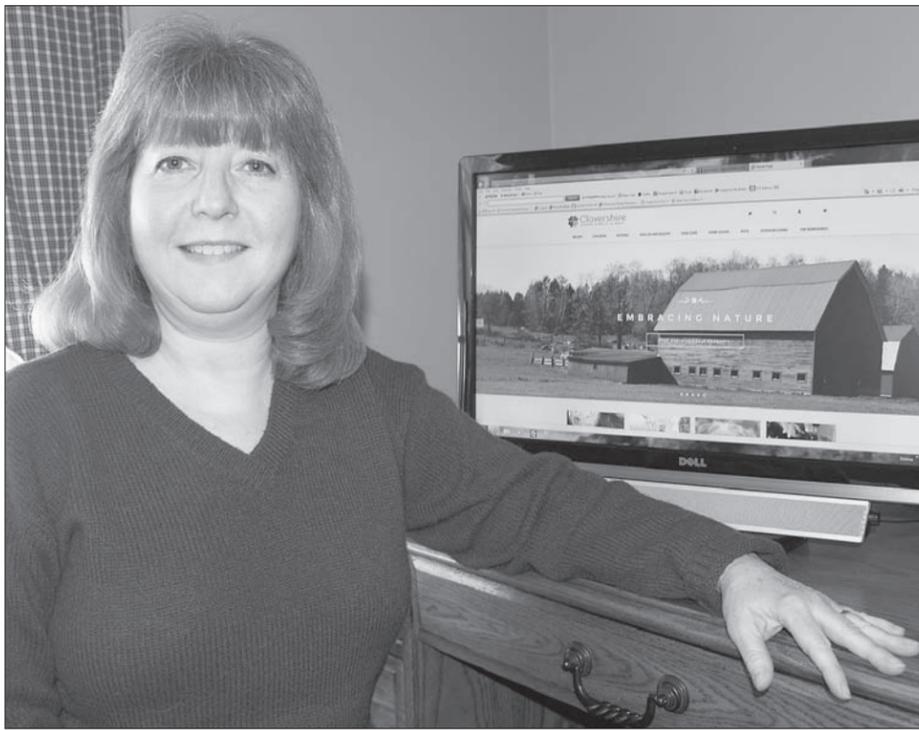
An Adams native with an affinity for natural and organic products has established a new online retail venture where individuals with similar preferences can shop for these types of goods.

On Jan. 12, Lisa Harrison went live with Clovershire.com, which she describes as "an online retailer of unique earth-friendly products" that are provided "at a reasonable price to customers interested in promoting a healthy environment and lifestyle."

These products are sorted on the site into a number of basic categories – from infants and children, apparel and health-and-beauty to home goods, pet supplies, and outdoor living. Then, under each category is a drag-down menu of more specific sub-categories where online shoppers can browse for goods that meet their needs and interests.

For visual appeal, the site's home page features a rotating assortment of bucolic images that complement Clovershire's "Embracing Nature" tag line. "Our goal was to give the site a personality," said Harrison. "We wanted to make it stand out. The landscape pictures on the site are from Berkshire County."

Harrison entered the world of online retailing via an unexpected route. In March 2014 she was among the hundreds who lost their jobs with the abrupt closing of North Adams Regional Hospital, where she had



Lisa Harrison of Adams has established Clovershire.com, an online retail venture that features earth-friendly products in a number of categories, including natural and organic items made in the Berkshires.

served as director of medical informatics within the Radiology department. The closing also eliminated the job of her husband, Fed Harrison, who served as director of physician practices for Northern Berkshire Healthcare Inc., the hospital's parent corporation. (The Harrisons' story was part of a special feature on how former NARH employees have fared in the year since the closing in the April 2015 issue of BT&C.)

While her husband took a new position at

a hospital in southern Vermont, Lisa Harrison was unable to find comparable work locally. "I looked for work in my field for about four months," she said. "I looked in surrounding areas such as Albany and Springfield, but had no luck."

Options considered

This situation prompted her to consider a different option – starting her own business – as a way of putting control of her livelihood in her own hands. Last June she began consulting with a business start-up mentor through the BerkshireWorks Career Center. "This was the right move because we had someone who led us in the right direction and challenged us with questions we needed answers to before we started any business," she explained.

As Harrison considered basic concepts for her business, she originally envisioned a conventional retail venue. "Initially we were thinking of a brick-and-mortar business in the Northampton area," she said, noting that

the Pioneer Valley community had a vibrancy that seemed well-suited to her plans.

That area, she discovered, also had commercial rents much higher than she expected. "We were surprised by the cost of renting space," she said, adding that lengthy lease commitments were also a concern, as she and her husband were still getting their financial footing back after their layoffs. "We switched gears and started working on an e-commerce business."

Their exploration of that city, however, did help Harrison to focus in on the specific retail niche she wanted to fill. "When we were in Northampton, we went into an organic store," she said, recalling that the place was filled with customers. "That is when we decided to sell organic, earth-friendly and natural products in our online store."

Over the next several months, Harrison began setting up the basic framework of her online store—a process that included enlisting the services of a website designer and also getting up to speed on web design herself. "This was a slow process because I had never done anything like this," she said. "I was learning as I went along." Deciding that she needed more training, she signed up for a web design class at Berkshire Community College.

She also worked to "fill" her online store with a wide range of products that reflected the earth-friendly mission of Clovershire.com. This involved researching and contacting hundreds of vendors of natural and organic goods and products.

Most of the products that Harrison has selected for her site are supplied by drop shippers, who provide the all-important order fulfillment function. "When the customer places an order through my website, I send the information to the drop shipper, and they send the purchased items to the customer," she explained. This approach, she said, is both more efficient in terms of fulfilling customer orders and more practical because it eliminates the need to stock specific merchandise herself.

There are some special products that Harrison does stock and ship herself. "In my search for vendors, I found some great products, but they didn't drop ship," she said. "So I purchased a small stock of these items." Among these are Alabama Dirt Shirts (hemp shirts dyed with ingredients made from Alabama red clay), repurposed planters from used wine bottles, and organic baby toys.

Harrison said that, by the time the Clovershire site was fully operational in mid-December, it was too close to Christmas to tap any of the holiday shopping business. "We were concerned about meeting the holiday deadline for sending out orders," she said.

Instead, Clovershire "opened" on Jan. 12. "We have received favorable responses to the site," she said, noting that she is still working on the social media side of marketing the site through Facebook, Twitter, Instagram and others.

Along with attracting customers, Harrison said she is also looking to recruit additional vendors for the site, especially makers of natural and organic products in the Berkshires. "The last category on my site says 'Berkshires,'" she said. "I want this area to be devoted to local vendors who make natural and organic products. We have a lot of local talent, and I want to offer them a place to showcase their products."

While Clovershire.com is Harrison's online store, the business is actually operated under the name of Middle Earth Natural Organics. "Originally, that was going to be our store name, so we registered everything under that name," Harrison explained. When it came to setting up the online store, however, she opted for the simple and easy-to-remember name of Clovershire.

She noted that Middle Earth Natural Organics will also serve as an umbrella company for other online ventures that she hopes to launch in the future. "I have ideas for a couple of additional online stores and have started to look at vendors," she said. "Our hope is to have several sites operational in the next two years." ♦

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WiredWest achieves critical mass of support from towns

Rural broadband initiative gains backing from voters on funding authorizations

BY JOHN TOWNES

As the season for annual town meetings winds down, the effort to bring high-speed broadband Internet and other telecommunications services to under-served small towns in the Berkshires and other parts of western Massachusetts has passed an important threshold.

The basic goal of the initiative, known as WiredWest, is to establish a municipal utility as a cooperative, owned participating towns, to build and operate local networks of fiber-

optic cable connected to the Mass Broadband 123 Network that was completed last year. This will bring high-speed broadband Internet and related telecommunications services to homes,

businesses and institutional users within those towns (*February 2015 BT&C*).

Over the past couple of years, participating towns in Berkshire County and to the east passed non-binding resolutions supporting this idea in concept. (A total of 45 towns are eligible to participate in the initiative. Of those, 33 have committed to putting the funding authorization to a vote.)

Since then, the goal of proponents has been to solidify those commitments with dollars and subscribers. One facet has been to authorize bonds to pay for the project.

In addition, to ensure financial sustainability of the network, each town is required to have a minimum of 40 percent of households and other premises signed up with a deposit as a commitment to subscribe to the service once it is in operation.

This year, at individual town meetings, voters have been presented with proposals to authorize their municipalities to issue bonds to fund their share of the start-up costs (about 60 percent of the construction costs within their locality).

By early June, residents of 18 of the 33 participating towns had voted to approve that funding. In each town, passage required approval by at least two-thirds of voters.

These 18 town authorizations represent a collective total of some \$28 million to finance the project – a level of support sufficient to trigger at least \$14 million in additional state funding.

Municipalities have until June 2016 to pass authorizations.

Although there is no specific required quota for the number of towns authorizing the financing, these initial authorizations have already pushed the project well past the critical mass required to proceed with the next stages of preparation and implementation.

“If only a handful of towns had authorized it, we would have had to reconsider,” said Monica Webb, chair of WiredWest, a collaborative organization of participating towns and proponents. “But this has received overwhelming support.”

The Massachusetts Broadband Institute (MBI) has overall responsibility for achieving the goal of universal service availability. MBI and WiredWest have been working together closely on the plan.

Webb explained that the determination of feasibility is based on a combination of factors. These include the cumulative total of potential users and the cost of installing the lines on utility poles among all of the participating towns.

“We’ve run business models based on the towns that have authorized it so far, and we have already surpassed the projections of what is needed,” said Webb.

Berkshire County towns that have passed the funding authorization so far include Becket, Egremont, Monterey, New Ashford, Peru, Sandisfield, Washington, West Stockbridge and Windsor. Most have passed by comfortable margins. In West Stockbridge it was passed by unanimous consent.

Only one town to date – Montgomery, in Hampden County – has rejected the funding authorization (by a slim two-vote margin). Webb noted that many of the other towns that have not yet voted are expected to do so within the next several months.

“Some towns wanted a little more time to inform their residents about the specifics,” she said. “There were also a few towns with a second-home population that also wanted to give summer residents the chance to participate in the discussion.”

Subscriptions coming in

WiredWest is also making progress on signing up subscribers. It has been collecting sign-ups by mail and on its website (wiredwest.net), with a deposit of \$49, which will be applied to the subscriber’s first month service once it is in operation.

The basic service will cost \$49 per month for 25 Mbps Internet. Faster speeds and additional packages will also be available, including 100 Mbps service for \$79 a month, and 1 Gbps for \$109 a month. Telephone and television service will also be available.

By early June, nine towns had exceeded the required 40-percent subscription level, and six of those had exceeded 50 percent. Other towns were rapidly approaching the 40-percent threshold, according to Webb, who noted that more than 6,000 deposits have been received to date.

“The demand is obviously there, and pre-subscriptions are coming in at a rapid pace,” she said. “With the votes and pre-subscriptions, citizens have sent a clear and

strong message that they want this service and they want it now.”

While it will still be an estimated two years before the first cables are installed and put into operation, Webb said the votes and deposits have provided the certainty necessary to move forward.

She added, however, that it is not necessary for the full network to be completed before installation and rollout of service can begin in individual towns, because each community is its own network.

Webb also noted the possibility that, over time, participating towns may find that their share of funding for the project is less than the full amount authorized. Once the system is operating, any revenue that exceeds operating expenses will be used to offset the towns’ bond payments. This could reduce or eliminate the need for towns to use property taxes or free cash to make payments.

Long process

The WiredWest campaign is the latest step in two decades of efforts to fully connect Berkshire County to the information superhighway.

Although the larger population centers such as Pittsfield have had broadband for a number of years, the more rural sections and small towns of western and central Massachusetts have been bypassed by private telecommunications providers, because they are not considered profitable enough markets to justify the investment.

Internet service has been available on a more limited basis, through alternatives such as telephone-based dial-up service, DSL, cellular and satellite services. However, these options generally lack the speed or capacity to keep up with current and projected modern telecommunications needs, especially the demands of businesses and institutional users.

As an alternative, the state created the Massachusetts Broadband Institute in 2008 to publicly expand broadband to create universal service throughout the state. The American Recovery and Reinvestment Act of 2009 provided federal funding for the Mass Broadband 123 Network to create a regional “backbone” of fiber-optic cable in western Massachusetts.

The final remaining challenge has been to create local networks of “last mile” cable to connect neighborhoods and individual homes, businesses and institutions to the Mass Broadband 123 Network

In addition to the business planning, Webb said the project also involves technical studies including the physical and technical planning. These include mapping out specific routes for the lines. It will also utilize existing utility poles, and arrangements have to be made with the utilities who own them, as well as receiving regulatory approval.

“It’s like building a highway,” said Webb. “Before the actual paving begins, there is a lot of planning, engineering and permitting required.” ♦

“We’ve run business models based on the towns that have authorized it so far, and we have already surpassed the projections of what is needed.”

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BANKING & finance

Adams Community Bank continued from page 1

a state chartered mutual savings bank, will acquire Lenox National Bank for \$14.3 million in cash. Shareholders of the closely held Lenox National Bank will receive \$1,388.35 in cash per share. The combined bank will have approximately \$460 million in assets, \$375 million in deposits, and a branch network of eight full-service offices throughout Berkshire County.

The purchase agreement is contingent upon approval by state and federal banking regulators, which is anticipated by mid-summer. Following that, the approximately 70 shareholders of Lenox National Bank will vote on the deal, with a two-thirds majority of shares required for approval. If all goes as expected, the transformation of the Lenox National Bank office at 7 Main St. into a new branch office of Adams Community Bank would take place in mid to late September.

"We're shooting for Sept. 19," said O'Brien, referring to the specific date – a Saturday – when Lenox National would remain closed for conversion of its technology systems to those of Adams Community Bank, with the office reopening the following Monday under its new name.

This type of systems conversion is something that Adams Community Bank has recent experience with. Just such a conversion took place in February 2012 as the culmination of a merger between the former Adams Cooperative Bank and South Adams Savings Bank.

"That was a merger of equals – a joining together, so to speak," said O'Brien, regarding the decision by the two similarly sized state-chartered banks to combine into one larger institution with about \$400 million in assets and a network of seven office locations.

The impetus for that merger, said O'Brien,



Later this summer, pending regulatory and shareholder approval, the Lenox National Bank at 7 Main St. will become a new office of Adams Community Bank.

was the desire by both institutions to ensure that the community banking model that they shared would persevere well into the future as the banking industry continued to evolve. As a larger combined institution, he said, the new Adams Community Bank would be better positioned to meet the needs of customers in the Berkshire market. It would also, through economies of scale, be able to handle the growing effort and expense of regulatory compliance.

Smaller banks struggle

Many of those same factors and concerns have come into play with the agreement between Adams Community and Lenox

National. However, in Lenox National's case, the challenge of absorbing the cost of regulatory compliance and keeping up with new technologies was even more pronounced due to its modest size.

At about \$70 million in assets, Lenox National is the smallest stand-alone bank in the Berkshire market. O'Brien and Merlino noted that banks of that size have long been at a disadvantage, due to the disproportionate cost and resources required for regulatory compliance, compared to the larger institutions serving the same market.

"Banks of all types under \$100 million [in assets] are struggling to keep up with a mountain of regulatory challenges," said O'Brien. He noted a recent national trend in which several banks of that size have merged into larger banks, including three in Massachusetts over the last year that were in the \$50 million to \$60 million range.

"You need a certain critical mass to keep up," he said, "and the writing has been on the wall for some time now for many of these smaller banks."

Merlino agreed with that assessment, not-

ing that the challenge has become more pronounced over the past few years. "Subsequent to the financial meltdown of 2008, the cost of [more stringent] regulatory requirements has become a real factor," he said. "These are good regulations, but they're costly regulations."

This, combined with limited opportunities for growth within its market, led the board of Lenox National to make the strategic decision last year to merge with a larger institution.

"The economics don't make sense, and we thought it's time to do something about it," said Merlino. "We are still a strong bank and we are well capitalized, but we wanted to do this while we had control over the process."

Bidding process

That process began last fall when Lenox National engaged a consulting firm to contact other financial institutions that may be interested in purchasing the bank.

"We did an outreach in Berkshire County and neighboring states," said Merlino, noting that a number of banks both within and outside the county were interested enough to submit preliminary bids.

BerkShares Business of the Month

IN 1903 – before The Clark, before Jacob's Pillow, and long before Mass MoCA – Zenas Crane (of Crane & Co. paper) founded the Berkshire Museum. "He wanted to create a cultural beacon in the heart of the Berkshires," explains the Museum's executive director Van Shields. "He was proud of the American experience and collected American art, objects, and specimens, including Hudson River School paintings, Native American art and artifacts, and natural history specimens from the Berkshires." But Crane also had a vision to create a "window on the world" for the citizens of Berkshire County, and he made sure that the Museum's collection included European and Asian art, as well as antiquities from Egypt and Rome.

As it turns out, Crane's eclectic collecting habits actually prepared the Museum well for the 21st century. "Interdisciplinary education has become the Holy Grail in our public schools, colleges, and museums; and it has become the Berkshire Museum's signature," says Shields, who became executive director in 2011. "Led by our director of interpretation Maria Mingalone, we have begun to really differentiate ourselves by using our diverse collection to illustrate connections between objects and ideas, culture and nature. This cross-pollination is our focus as we design exhibits for our adult visitors as well as for our many school-age museum goers."

This approach resonates especially well in the Berkshires, where the intersections between the arts and the natural world have for a long time been a robust piece of our regional identity. For a museum in such a context, Shields says, BerkShares complete the picture. Visitors can now spend BerkShares on Museum membership and admission, in the gift shop, or at the box office of the Little Cinema. "What could be better than money that has history on the front and artwork on the back? I mean, really!"

"They're not only beautiful, but the idea is beautiful," Shields elaborates. "We're so

proud to be part of this effort. Economic gardening really starts in your backyard, and we really like the way that BerkShares create a virtuous cycle, in which we can recirculate money in our local economy." Shields is dedicated to aligning the Museum's business philosophy with its educational approach, and seeks to keep it creative and local. "We do as much as possible to shop locally for everything, from services to the products in our gift shop, where we feature local ceramicists, jewelers, authors, publishers, crafts and toys."

And the artwork? "One of our newest gallery spaces, BerkshireNow, is reserved for showing the work of artists living and working in the Berkshires—artists like Warner Friedman and Janet Rickus" (whose work is featured on the BerkShares bills.) However, the Museum also continues to be a window on the wider world. This summer, Shields invites visitors to the "Immortal Present" exhibition, which showcases over 350 different pieces of East Asian art—ranging from ancient to contemporary and exploring themes of landscape, spirituality, and the pleasures of everyday life... even venturing into the territory of myths and dragons.

Shields, former Chair of Berkshire Creative, is not afraid of the economic dragons that have beset Pittsfield. He believes in the power of collaboration and big ideas like BerkShares. "I hope that other Pittsfield businesses are inspired to participate in BerkShares. People are delightfully surprised that there are so many places to spend the money. And it just goes 'round and 'round!'"

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Among those was Adams Community. "I received a call in early November from the company representing Lenox National," O'Brien recalled. "I immediately expressed an interest, and we began preparing our initial bid."

O'Brien explained that the Lenox institution was especially attractive in that it would establish Adams Community in a new town and would complement its existing and southernmost branch in neighboring Lee.

"We evaluated this on a number of fronts and saw that this would give us a strong presence in Lenox from day one," he said. "It is a good fit with our existing Lee branch, and it supports our vision of being a county-wide bank."

That vision, O'Brien said, includes eventually establishing an office in the county's largest city. "We're looking to enhance our presence in that part of the county, and [an office in] Pittsfield is still a goal," he said. Currently, the office closest to Pittsfield is the Lanesboro branch along Route 7, just a short distance from the Pittsfield line.

Adams Community and other interested parties submitted their preliminary bids in December. "These were whittled down to the highest four, who were invited in for a more detailed due diligence process," said Merlino.

During this period in January and early February, the bidders engaged in a more comprehensive review of Lenox National's financials and operations, and then had the option to adjust their initial bids. Those final bids were reviewed by the Lenox National board in late February, and Adams Community Bank was selected as the winning bidder. A definitive merger agreement was drawn up, and, on April 8, boards of both banks voted unanimously in favor of the agreement.

Aside from the relative size of the institutions involved, the most significant difference between this merger and the one that three years earlier led to the formation of Adams Community Bank is that this agreement calls for a direct purchase of Lenox National with a portion of Adams Community's capital reserves.

O'Brien explained that, since neither South Adams Savings nor Adams Cooperative had been a stock bank, the merger basically involved a combining of the two institutions under one state charter. "No cash changed hands," he said.

O'Brien also noted that those two banks had many similarities and a shared vision, which made for a smooth transition into one

institution – a situation he believes will be repeated with the planned merger of Lenox National into Adams Community Bank.

"It's similar this time in that there is a shared vision and a long-standing commitment to the community on both sides," O'Brien said. "The huge difference is that there are shareholders involved. This is a stock acquisition instead of a merger of equals."

Value equation supports deal

To that end, O'Brien said, the board of Adams Community Bank determined that the value equation supported the use of \$14.3 million in cash for the acquisition of Lenox National Bank, its assets and liabilities, and the real estate where its office is located.

This value equation reflected both the strong capital position that Adams Community Bank enjoys and the immediate positive impact that the acquisition would have on future earnings.

"We have a strong liquidity position at Adams Community Bank," said O'Brien, noting that capital currently stands at about three times the amount required to hit regulatory benchmarks.

According to O'Brien, utilizing a portion of this capital for the purchase of Lenox National has certain advantages over allocating funds to establish a new – or *de novo* – branch office in a given community.

"From a capital standpoint, from a liquidity standpoint, from a strategic standpoint, it's a home run," he said. "It adds up to a significant enhancement of our already strong earnings."

In many respects, the deal is also a home run for Lenox National and its various constituencies.

Merlino noted that stock in the closely held institution does not frequently change hands, but is generally held and passed down through families over the years. So, from a shareholder perspective, the deal will allow longtime owners of the bank's stock to convert their holdings into cash and realize a return on investments that may have been made generations earlier.

Customers will also benefit from the deal, according to Merlino. "Banking has changed, and Adams Community Bank will be able to offer them more services right from the start," he said. "Our customers were not surprised by this. People understand that

times have changed, and they understand the need for this."

O'Brien echoed that view. "Customers recognize and appreciate that some things change," he said. "We'll be offering an enhanced set of products, but we're also striving to keep things consistent for them."

One of the ways that will be accomplished is by retaining all existing employees at Lenox National. O'Brien noted that a similar commitment had also been made in the prior merger of South Adams Savings and Adams Cooperative Bank. "We made sure then that all employees would continue to have jobs once the merger was completed, and we are making the same commitment for employees at Lenox National Bank," he said.

"I think it's very important that all of our employees will be retained," said Merlino.

"We want to ensure a smooth transition, and it is beneficial to our customers that the same employees will still be here to meet their needs."

The only exceptions, he added, are two employees who had already planned to retire after many years of service. Among those is Merlino himself, who said he will be retiring once the transition is completed later this year.

"I am most thankful for the opportunity being given to me over the past 40 years to lead the Lenox National Bank and most appreciative of the support the community has given to the Lenox National Bank," Merlino commented. "I could not have done this without our outstanding staff, their hard work and their dedication. I am confident that the Adams Community Bank will continue to serve our customers with the same degree of commitment that they deserve."

When asked what lies ahead for him after completing his long career in banking, Merlino had a ready answer: "I'm going to go out and catch some trout." ♦



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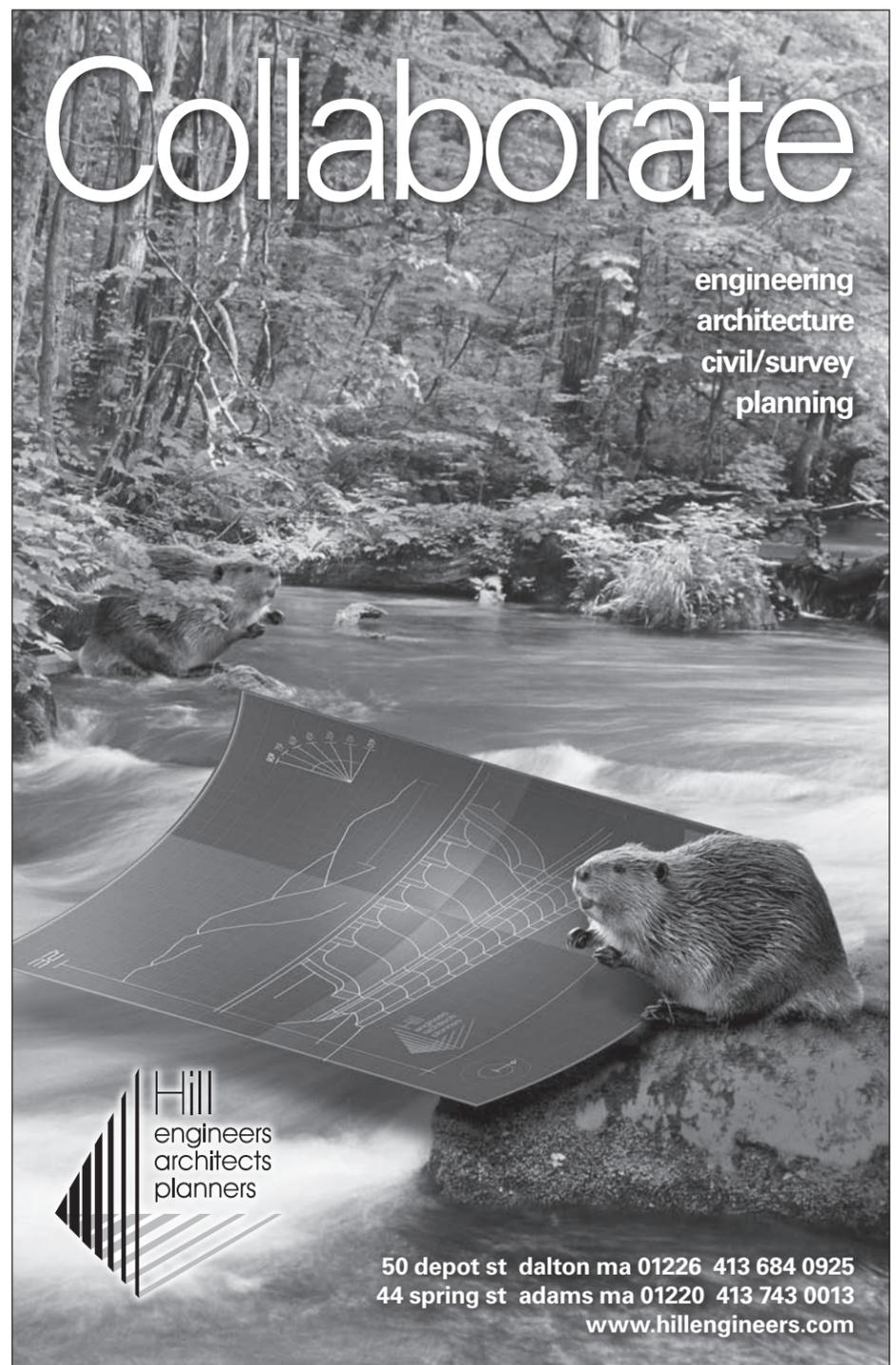
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"From a capital standpoint, from a liquidity standpoint, from a strategic standpoint, it's a home run."

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REAL estate

The following real Estate transactions are provided by Banker & Tradesman Real Estate Data Publishing. Only properties valued at \$75,000 or higher are included.

ADAMS

87 Columbia St.
Buyer: Laura Oneil
Seller: Scott Blanchard
Price: \$93,400
Mortgage: \$91,708
Lender: Academy Mtg
Date: 5/6/15

36 E. Hoosac St
Buyer: Kelly Volff +
Seller: Jacqueline Cardonnel
Price: \$95,000
Mortgage: \$84,500
Lender: Adams Community
Date: 4/27/15

144 East Rd.
Buyer: John Kozak 2nd +
Seller: Timothy Morey +
Price: \$339,500
Mortgage: \$271,600
Lender: Greyclock FCU
Date: 4/30/15

12-16 Glenn St.
Buyer: Trevor Crombie
Seller: Donna Torres
Price: \$80,000
Mortgage: \$64,000
Lender: Adams Community
Date: 5/8/15

25 Harding Ave.
Buyer: Jaysin Meeks-Johnson
Seller: Bradley Briggs +
Price: \$107,900
Mortgage: \$110,102
Lender: Academy mtg
Date: 4/24/15

9 Melrose St.
Buyer: Rebecca Haight
Seller: Donald Geisler +
Price: \$85,000
Mortgage: \$86,734
Lender: MountainOne
Date: 4/21/15

11 Siara St.
Buyer: Lisa Nardin
Seller: Michael Nardin
Price: \$76,366
Date: 5/15/15

BECKET

138 Bonny Rigg Hill Rd.
Buyer: James Schaefer +
Seller: Charles Mccullough LT +
Price: \$424,000
Date: 5/11/15

3327 Main St.
Buyer: William Rodhouse +
Seller: John Lamont 3rd +
Price: \$190,000
Mortgage: \$152,000
Lender: Greyclock FCU
Date: 5/6/15

261 Mallard Dr.
Buyer: William Ruby +
Seller: Joseph Afrunti +
Price: \$215,000

Mortgage: \$107,500
Lender: Academy Mtg
Date: 5/1/15

156 Old Pond Rd.
Buyer: Carl Cameron +
Seller: Nicholas Speranzo +
Price: \$323,000
Mortgage: \$274,550
Lender: Fairway Mtg
Date: 4/29/15

12 Sir George Dr.
Buyer: Todd Fitzgerald
Seller: MHFA
Price: \$97,000
Mortgage: \$94,900
Lender: Lee Bank
Date: 5/15/15

CHESHIRE

226 Devonshire Dr.
Buyer: Leo Curtin +
Seller: William Marsh
Price: \$165,000
Mortgage: \$155,000
Lender: Academy mtg
Date: 4/30/15

982 N. State Rd.
Buyer: Mara Woolley
Seller: George T & J E Bushika RET +
Price: \$171,000
Mortgage: \$171,000
Lender: Adams Community
Date: 5/6/15

CLARKSBURG

711 Middle Rd.
Buyer: Adam Cimonetti +
Seller: Bissailon RA Jr Est +
Price: \$205,000
Mortgage: \$194,750
Lender: Greyclock FCU
Date: 5/13/15

DALTON

82 Bruce Dr.
Buyer: Alan Will
Seller: Charles Messana +
Price: \$210,000
Mortgage: \$199,500
Lender: Academy Mtg
Date: 4/24/15

93 Central Ave.
Buyer: Austin Daly +
Seller: CAM Real Estate 3 LLC
Price: \$122,000
Mortgage: \$119,790
Lender: Academy Mtg
Date: 5/15/15

35 Gertrude Rd.
Buyer: Megan Mickle +
Seller: Robert Gero +
Price: \$124,000
Mortgage: \$110,000
Lender: Adams Community
Date: 5/15/15

364 Hinsdale Rd.
Buyer: Ashley Ravlich
Seller: Creamy IRT +
Price: \$130,000
Mortgage: \$134,805
Lender: Greyclock FCU
Date: 5/8/15

134 Hubbard Ave.
Buyer: Richard Laureyns +
Seller: Daniel Morris +
Price: \$410,000
Mortgage: \$320,000
Lender: Lee Bank
Date: 5/6/15

1131 Main St.
Buyer: Kyle Jolin +
Seller: Boudreau James Est +
Price: \$160,000
Mortgage: \$151,404
Lender: MountainOne
Date: 5/12/15

60 North St. U:13
Buyer: June Crouse-Blalock
Seller: Aurora Driscoll
Price: \$126,500
Date: 4/21/15

EGREMONT

32 Undermountain Rd.
Buyer: Nathan Davis +
Seller: Pond Andrew Est +
Price: \$230,000
Mortgage: \$234,693
Lender: Academy Mtg
Date: 5/13/15

1 Village Green
Buyer: Signe Schaefer +
Seller: June Parker
Price: \$355,000
Mortgage: \$248,500
Lender: Lee Bank
Date: 4/29/15

FLORIDA

Dickinson Rd.
Buyer: Thomas Whelan IRT +
Seller: Florida Land NT +
Price: \$140,000
Date: 5/15/15

137 Mohawk Trail
Buyer: Adams Community Bank
Seller: Jeffrey Martin
Price: \$154,000
Date: 4/30/15

Monroe Rd.
Buyer: Thomas Whelan IRT +
Seller: Florida Land NT +
Price: \$140,000
Date: 5/15/15

Old Dickinson Rd.
Buyer: Thomas Whelan IRT +
Seller: Florida Land NT +
Price: \$140,000
Date: 5/15/15

GREAT BARRINGTON

138 Christian Hill Rd.
Buyer: Kirsten Fredsall +
Seller: Greyclock FCU
Price: \$140,000
Mortgage: \$216,000
Lender: Lee Bank
Date: 5/4/15

27 Humphrey St.
Buyer: Green House Partners LLC
Seller: EB Dolby Inc
Price: \$290,000
Date: 5/15/15

27 Humphrey St.
Buyer: Green House Partners LLC
Seller: EB Dolby Inc
Price: \$210,000
Date: 5/15/15

33 Kirk St.
Buyer: Pamela Caiola +
Seller: John Dezieck +
Price: \$122,500
Mortgage: \$118,914
Lender: John Caiola
Date: 5/8/15

8 Locust St.
Buyer: Pamela Dupuis +
Seller: Callas Peter Est +
Price: \$183,200
Mortgage: \$120,000
Lender: Salisbury B&T
Date: 5/13/15

10 Meadow St.
Buyer: Jonathon Williams +
Seller: Serendipity Holdings LLC
Price: \$177,500
Mortgage: \$133,125
Lender: Salisbury B&T
Date: 5/15/15

393 N. Plain Rd.
Buyer: Neals Brandt +
Seller: Christine Jennings +

Price: \$75,000
Mortgage: \$85,000
Lender: Salisbury B&T
Date: 4/28/15

1 Nolan Dr.
Buyer: Uncle Ernie LLC
Seller: Kathleen Kotleski
Price: \$495,000
Mortgage: \$396,000
Lender: Lee Bank
Date: 5/1/15

Park St. Lot 2A1
Buyer: Rising Paper Land LLC
Seller: Neenah Paper FR LLC
Price: \$450,000
Mortgage: \$225,000
Lender: Litchfield Bancorp
Date: 5/5/15

409 Stockbridge Rd.
Buyer: EGOS South Realty LLC
Seller: Berkshire Bank
Price: \$575,000
Mortgage: \$460,000
Lender: Berkshire Bank
Date: 5/15/15

HANCOCK

8 Corey Rd. U:816
Buyer: Andrew Oflaherty +
Seller: Howard Berman +
Price: \$200,000
Mortgage: \$160,000
Lender: Greyclock FCU
Date: 5/13/15

37 Corey Rd U:643
Buyer: Edward Forzani +
Seller: Zintack Hahn +
Price: \$90,000
Date: 4/24/15

HINSDALE

30 Ridgeview Dr.
Buyer: Timothy Hajduk +
Seller: Jeremy Pilone +
Price: \$295,000
Mortgage: \$286,150
Lender: Greyclock FCU
Date: 4/24/15

LANESBORO

158 Bull Hill Rd.
Buyer: James Lontz
Seller: Fred Delia
Price: \$110,000
Mortgage: \$108,007
Lender: Academy Mtg
Date: 5/15/15

782 Partridge Rd.
Buyer: Mary Cancilla +
Seller: Peter Sondrini
Price: \$535,000
Mortgage: \$350,000
Lender: Greyclock FCU
Date: 5/4/15

22 Umbagog St.
Buyer: Derek Cece +
Seller: FNMA
Price: \$125,000
Mortgage: \$100,000
Lender: Greyclock FCU
Date: 4/30/15

LEE

140 George St.
Buyer: Mark Warden +
Seller: Samuel Miller +
Price: \$204,000
Mortgage: \$184,000
Lender: Greyclock FCU
Date: 4/27/15

615 Laurel St.
Buyer: Eriterrafirma LLC
Seller: TD Bank
Price: \$585,000
Date: 5/1/15

320 W. Park St.
Buyer: Donald Rice
Seller: Carty Grances Est +
Price: \$210,000
Date: 4/24/15

LENOX

41 Bentrup Ct.
Buyer: Robert Horvath +
Seller: Project LLC
Price: \$445,000
Date: 5/8/15

248 W. Mountain Rd.
Buyer: Mount Vahle +

Seller: Phillip Formel Co Inc
Price: \$475,000
Mortgage: \$380,000
Lender: Lenox National
Date: 5/13/15

64 Walker St.
Buyer: Frederick LLC
Seller: Richard Houdek +
Price: \$150,000
Mortgage: \$100,000
Lender: Richard Houdek
Date: 5/8/15

203 Walker St.
Buyer: Pieter Ruig
Seller: Patricia Shea RET +
Price: \$497,500
Mortgage: \$150,000
Lender: MountainOne
Date: 5/6/15

150 West St.
Buyer: Randall Grimmatt
Seller: Osborne Green +
Price: \$465,000
Mortgage: \$372,000
Lender: Lee Bank
Date: 4/27/15

51 Willow Creek Rd.
Buyer: Willow Creek Corp
Seller: Borgnis Peter Est +
Price: \$250,000
Date: 5/13/15

18 Willow Ln.
Buyer: Jennifer Storti
Seller: FNMA
Price: \$115,000
Mortgage: \$129,460
Lender: Lee Bank
Date: 4/30/15

260 Pittsfield Rd. U:D14
Buyer: Jeffrey Connor
Seller: Connor FT
Price: \$85,000
Date: 4/28/15

6 Rolling Hills U:2
Buyer: David Winn +
Seller: Peltier Eleanor Est +
Price: \$122,000
Mortgage: \$115,900
Lender: TD Bank
Date: 4/27/15

MONTEREY

664 Main Rd.
Buyer: Unyong Lee +
Seller: Blake Raifstanger
Price: \$327,000
Mortgage: \$294,300
Lender: Village Mtg
Date: 4/28/15

NEW MARLBORO

150 Cross Road to Canaan
Buyer: Tony Nasch +
Seller: Brian Killen +
Price: \$975,000
Date: 5/1/15

1030 Sisson Hill Rd.
Buyer: Jonathan James +
Seller: Alec Belman +
Price: \$707,500
Date: 5/6/15

NORTH ADAMS

69 Frederick St.
Buyer: JA St Germain
Seller: Jesse Stefanik +
Price: \$135,700
Mortgage: \$133,290
Lender: Academy Mtg
Date: 4/30/15

1414 Massachusetts Ave.
Buyer: Kevin Foley +
Seller: Raymond Shartrand +
Price: \$180,000
Mortgage: \$161,900
Lender: Adams Community
Date: 5/1/15

23 Murray Ave.
Buyer: Rebecca Luczynski
Seller: Kevin Callanan +
Price: \$95,000
Mortgage: \$69,000
Lender: Adams Community
Date: 4/24/15

OTIS

60 Benton Dr.
Buyer: Brian Bruder +
Seller: Robert Walley +
Price: \$325,000
Mortgage: \$225,000
Lender: Fairfield Cty Bk
Date: 5/15/15

340 Hayes Hill Rd.
Buyer: Michael Agar +

Seller: Andrew Defilippo +
Price: \$299,000
Mortgage: \$284,050
Lender: Salisbury B&T
Date: 5/15/15

PERU

75 W. Main Rd.
Buyer: Jayme Demary +
Seller: FNMA
Price: \$144,000
Mortgage: \$167,000
Lender: Adams Community
Date: 4/23/15

PITTSFIELD

2 Andrea Dr.
Buyer: Tony Makdisi +
Seller: Justin Robbins +
Price: \$495,000
Mortgage: \$396,000
Lender: Berkshire Bank
Date: 5/6/15

81 Appleton Ave.
Buyer: Kendric Reese
Seller: Susan Bell +
Price: \$169,800
Mortgage: \$166,724
Lender: Academy Mtg
Date: 4/21/15

50 Bellmore Dr.
Buyer: Thomas Scherben Jr +
Seller: Anastasia Bell
Price: \$195,000
Mortgage: \$199,192
Lender: Academy Mtg
Date: 5/15/15

104 Bossidy Dr.
Buyer: Barbara Rahilly +
Seller: Justin Hathaway
Price: \$141,000
Mortgage: \$138,446
Lender: Academy Mtg
Date: 4/27/15

20 Britton St.
Buyer: Vicki Kenealy-Smith
Seller: Nancy Koziol
Price: \$116,000
Mortgage: \$113,898
Lender: Academy Mtg
Date: 4/29/15

107 Broadview Ter.
Buyer: Greyclock FCU
Seller: Paula Cousineau +
Price: \$75,000
Date: 5/1/15

32 Brunswick St.
Buyer: Laurie Stumpek +
Seller: Paula Mclean
Price: \$350,000
Mortgage: \$280,000
Lender: Cape Cod 5 Ct Bk
Date: 4/30/15

130 Cadwell Rd.
Buyer: Roger Hanley
Seller: FNMA
Price: \$212,900
Mortgage: \$202,255
Lender: Greyclock FCU
Date: 4/21/15

157 Cheshire Rd.
Buyer: Joshua Arico
Seller: Carol Lehmann
Price: \$118,000
Mortgage: \$115,862
Lender: Academy Mtg
Date: 4/30/15

212 Connecticut Ave.
Buyer: Adrienne Covert
Seller: Greyclock FCU
Price: \$103,900
Mortgage: \$92,900
Lender: Adams Community
Date: 4/24/15

177 Dawes Ave.
Buyer: Carrie-Elise Johnson +
Seller: Samuel Page Jr
Price: \$205,000
Mortgage: \$188,725
Lender: MountainOne
Date: 4/27/15

749 E. New Lenox Rd.
Buyer: Erik Ungewitter
Seller: Andrea Demayo +
Price: \$140,000
Mortgage: \$100,000
Lender: Greyclock FCU
Date: 5/4/15

61 Elberon Ave.
Buyer: Sean Flanders
Seller: Marc Panetti +
Price: \$139,000
Mortgage: \$133,000
Lender: Greyclock FCU
Date: 4/30/15

31 Essex St.
Buyer: David Marchitto +

Seller: Thomas Scherben Jr +
Price: \$150,000
Mortgage: \$142,500
Lender: Greyclock FCU
Date: 5/15/15

14 Esther Ter.
Buyer: ACM Properties LLC
Seller: Mazzeo Johansen & Sondrini
Price: \$87,824
Mortgage: \$80,000
Lender: Greyclock FCU
Date: 5/1/15

109 Euclid Ave.
Buyer: Jason Jones +
Seller: Michael Ott +
Price: \$143,000
Mortgage: \$138,710
Lender: Greyclock FCU
Date: 5/15/15

Fenn St.
Buyer: ACM Properties LLC
Seller: Mazzeo Johansen & Sondrini
Price: \$146,156
Date: 5/1/15

301 Fenn St.
Buyer: Naomi Nicola
Seller: 301-309 Fenn Street LLC
Price: \$138,000
Date: 4/30/15

86 Hawthorne Ave.
Buyer: William Cruz
Seller: Allen Leab +
Price: \$134,900
Mortgage: \$132,456
Lender: Merrimack Mtg
Date: 4/30/15

60-62 Holmes Rd.
Buyer: Phail Tan +
Seller: CCB Service Corp
Price: \$90,000
Date: 4/21/15

183 Hungerford St.
Buyer: Greyclock FCU
Seller: Vincent Garofoli +
Price: \$80,000
Date: 4/27/15

14 Larch St.
Buyer: David Deforest
Seller: Donna Wondoloski
Price: \$108,250
Date: 5/6/15

21 Lathers Ave.
Buyer: Tricia Ladeinde +
Seller: Linda Mahoney +
Price: \$149,000
Mortgage: \$146,301
Lender: Academy Mtg
Date: 5/14/15

21 Maple St.
Buyer: US Bank NA
Seller: Joanne Conroy +
Price: \$105,600
Date: 5/1/15

83 McArthur St.
Buyer: Nicole Hosier +
Seller: IBT Investments LLC
Price: \$147,000
Mortgage: \$139,650
Lender: Greyclock FCU
Date: 4/21/15

26 Melville St.
Buyer: Boys & Girls Club
Seller: Roman Catholic Bishop
Price: \$75,000
Date: 5/8/15

42 Newton Ave.
Buyer: Michelle Barbieri
Seller: Phillip Farrar
Price: \$128,500
Mortgage: \$122,075
Lender: Greyclock FCU
Date: 4/28/15

78 Northumberland Rd.
Buyer: Rodney Hasty +
Seller: Gizwood Properties LLC
Price: \$185,000
Mortgage: \$175,750
Lender: Lee Bank
Date: 5/15/15

33 Pollock Ave.
Buyer: Kevin Crosier
Seller: Clairmont FT +
Price: \$182,500
Mortgage: \$173,375
Lender: Lee Bank
Date: 4/29/15

48 Preston Ave.
Buyer: Colin Benner
Seller: Christine Bonney
Price: \$126,000
Mortgage: \$100,800
Lender: Greyclock FCU
Date: 4/27/15

180 Ridgeway Ave.
Buyer: Ryan Lucier
Seller: Sandra Tynan
Price: \$149,000
Mortgage: \$152,203
Lender: Academy Mtg
Date: 5/8/15

20 Scammell Ave.
Buyer: Sean Lahert
Seller: Whitmire William Est +
Price: \$120,900
Mortgage: \$118,709
Lender: Merrimack Mtg
Date: 5/15/15

144 Sherwood Dr.
Buyer: Kenneth Recore +
Seller: Daniel Dildine +
Price: \$210,000
Mortgage: \$203,700
Lender: Academy Mtg
Date: 4/30/15

48 Thomson Pl.
Buyer: James Dowling +
Seller: Debbie Kelson +
Price: \$88,500
Date: 5/13/15

126 W. Union St.
Buyer: Joanna Rivera
Seller: Daniel Wojtkowski
Price: \$89,500
Mortgage: \$86,815
Lender: Adams Community
Date: 4/29/15

731 West St.
Buyer: Sara Gavin
Seller: Michael Markie
Price: \$118,000
Mortgage: \$109,890
Lender: Academy Mtg
Date: 4/29/15

2 Westover St.
Buyer: Clare Locascio
Seller: Joshua Hosier +
Price: \$132,000
Mortgage: \$87,000
Lender: PMAC Lending
Date: 4/21/15

30 Willard Pl.
Buyer: Joshua North
Seller: McClure John Est +
Price: \$85,000
Mortgage: \$76,415
Lender: Adams Community
Date: 4/21/15

23 Williamsburg Ter.
Buyer: Roger Brissette
Seller: Claire Dodge
Price: \$120,000
Mortgage: \$107,880
Lender: Adams Community
Date: 4/22/15

1450 North St. U:303
Buyer: Kathleen Robbins +
Seller: Susan Strong
Price: \$165,500
Date: 5/6/15

5 Pondview Dr. U:H
Buyer: Maureen Brooks IRT +
Seller: Thomas Stumpek +
Price: \$165,000
Date: 5/15/15

RICHMOND

156 Orchard Cir.
Buyer: Proskin FT +
Seller: Noto FT +
Price: \$360,000
Mortgage: \$328,500
Lender: Greyclock FCU
Date: 5/14/15

2019 State Rd.
Buyer: Nicholas Martinelli +
Seller: Thomas Potter +
Price: \$650,000
Mortgage: \$487,500
Lender: Washington Trust
Date: 5/4/15

750 West Rd.
Buyer: Harris Horowitz +
Seller: BMS NT +
Price: \$705,000
Mortgage: \$400,000
Lender: JPMorgan Chase
Date: 4/27/15

continued on next page



Landscape contractors have new source for wholesale perennials

BY BRAD JOHNSON

Dean Maynard is hoping that a new facet of his existing landscaping and garden supply business will – like the products he now offers – take root and keep coming back year after year.

The owner of Maynard Landscaping & Garden Center has introduced a new wholesale perennial operation to serve the needs of other local landscaping contractors as well as provide a steady supply and much wider variety of plants for his own Lanesboro-based business.

“The reason I’m doing this is that many of our own customers have been expressing interest in some of the newer varieties of perennials that they read about,” said Maynard. He explained that many of the wholesale suppliers in the region – including ones that he has used for his own business over the years – tend to offer the same standard perennial varieties every season.

“I wanted to see if we could grow more of the new and unusual varieties that our customers have been asking about,” he said. “And, by doing that, we could also then become a resource for other landscapers here in the Berkshires.”

Maynard launched the perennial operation on a limited basis in 2014. “Last year we did a trial with about 15 standard varieties to see how things would go,” he said. Among other things, that involved working out logistics for maintaining the right temperatures and soil mixtures to take the perennial seedlings – or plugs – through the roughly two-month span of early spring where they grow big enough and establish the good root system needed for successful transplant into gardens.

“The trial went well,” said Maynard, noting that it provided his company with ample



Dean Maynard holds a planter containing Nepeta, one of some 40 varieties of perennials he is now growing and selling at his Lanesboro-based garden center. After a limited trial run last year with a few standard varieties, he has launched a full-scale perennial operation this season that can supply other local landscaping contractors on a wholesale basis as well as meet the needs of his own landscaping business.

stock to sell at the Pittsfield Farmers Market, at his retail garden center and for use in his own landscaping operations.

This year, Maynard is ramping up to full-scale operations to be able to accommodate the needs of wholesale customers. In terms of volume, he said, that means cultivating and selling between 6,000 and 8,000 perennial plants in over 40 varieties that are suitable for a wide range of growing conditions.

The process began in early April with the delivery of the perennial plugs. Unlike last year, however, the early spring weather was much more harsh, which meant additional effort to keep the still-vulnerable plants safe and warm.

“It was a big challenge,” said Maynard,

noting that the cold temperatures and high winds made even the greenhouses inhospitable. “There were times we had to bring [the plants] into the garden center building because of the cold,” he said. At other times, it meant repeatedly adding and removing insulation layers and plastic coverings as temperatures shifted from frosty overnight lows to milder daytime highs.

As the season has shifted to more moderate temperatures, the perennials have continued to grow and establish root systems and are now ready for sale. Maynard said new plants will be added throughout the season so that stock remains available until late September.

In addition to the expanded stock of perennials, the business is also growing some new varieties of ornamental grasses as well as a selection of aromatic herbs, such as peppermint, chocolate mint, lemon thyme and stevia.

Maynard said it took about \$15,000 to \$20,000 to get the wholesale perennial operation going. It also meant adding a few workers to his existing crew.

The hours at the company’s garden center at 320 Summer St. have also been adjusted to accommodate the needs of wholesale customers. The center is open to retail and wholesale customers Wednesday to Saturday from 8 a.m. to 5 p.m., and Sunday from 10 a.m. to 1 p.m.

“We’re adding contractor-only hours on Monday and Tuesday mornings from 7:30 to 11:30,” said Maynard, noting that landscapers need to have access to plant inventory on a daily basis.

With the season now underway, Maynard has also returned to the Pittsfield Farmers Market, which is held Saturday mornings. And, this year, he is also participating in the Lenox Farmers Market, held Friday afternoons.

“We sold a lot of perennials at the Pittsfield market last year, and we’re looking to increase that this year with the addition of the Lenox market,” he said. ♦

Real estate transfers continued from previous page

SAVOY

548 Loop Rd.
Buyer: Sarah Young +
Seller: Lynda Sherman
Price: \$140,000
Mortgage: \$126,000
Lender: Lee Bank
Date: 5/14/15

SHEFFIELD

21 Berkshire School Rd.
Buyer: AHMR Inc
Seller: Devries Building Supply
Price: \$525,000
Mortgage: \$393,000
Lender: Salisbury B&T
Date: 5/1/15

31 Berkshire School Rd.
Buyer: AHMR Inc
Seller: Devries Building Supply
Price: \$525,000
Mortgage: \$393,000
Lender: Salisbury B&T
Date: 5/1/15

N. Main St.
Buyer: Epicampus Inc
Seller: Joseph Najimy
Price: \$100,000
Date: 4/28/15

74 S. Main St.
Buyer: Daniel Yuk +
Seller: Steffen Root +
Price: \$250,000
Date: 4/30/15

87 Sheffield Business Park
Buyer: Stor It All Inc
Seller: Borestone LLC
Price: \$85,000
Date: 5/15/15

1106 Sheffield Egremont Rd.
Buyer: Tank Acres LLC
Seller: Edward Delmolino 3rd
Price: \$200,000
Date: 5/8/15

STOCKBRIDGE

27 Interlaken Rd.
Buyer: Solmaz Rashidi +
Seller: H A Wallach +
Price: \$460,000
Mortgage: \$368,000
Lender: Lee Bank
Date: 5/5/15

19 Lakeview Dr.

Buyer: Patricia Kennelly T +
Seller: Carol Procter
Price: \$400,000
Date: 5/4/15

3 Maple St.
Buyer: Donald March +
Seller: Robert Daley +
Price: \$575,000
Mortgage: \$400,000
Lender: JPMorgan Chase
Date: 5/1/15

14 Wheatley Dr.
Buyer: Blackwater RT +
Seller: Benoit-Burlingame NT +
Price: \$192,000
Mortgage: \$304,000
Lender: Greyllock FCU
Date: 5/5/15

19 Hawthorne Rd. U:ST3B
Buyer: Stephan Cohen +
Seller: Arthur Gottesfeld +
Price: \$375,000
Mortgage: \$281,250
Lender: Santander Bank
Date: 4/28/15

WEST STOCKBRIDGE

298 Great Barrington Rd.
Buyer: Sarah Culmer
Seller: North Plain Road NT +
Price: \$315,000
Date: 5/8/15

WILLIAMSTOWN

133 Candlewood Dr.
Buyer: Donald Dubendorf
Seller: James Nolan Jr +
Price: \$350,000
Mortgage: \$250,000
Lender: MountainOne
Date: 4/30/15

Hancock Rd.
Buyer: Lee Bank
Seller: Lillian Gilden
Price: \$275,000
Date: 5/5/15

720 Hancock Rd.
Buyer: Simon Holzaphel +
Seller: Dolan FT +
Price: \$449,000
Mortgage: \$259,200
Lender: MountainOne
Date: 4/23/15

60 Knolls Rd.

Buyer: Woodland T +
Seller: Mary Beebee
Price: \$621,000
Date: 4/30/15

185 Lindley Ter.
Buyer: Reimundo Acosta +
Seller: William Malone Jr +
Price: \$176,000
Mortgage: \$131,250
Lender: MountainOne
Date: 4/21/15

145 Longview Ter.
Buyer: Carolyn Miles +
Seller: Peter Harrison +
Price: \$380,000
Mortgage: \$280,000
Lender: MountainOne
Date: 5/7/15

S. Hemlock Ln. U:124
Buyer: Jean Richer
Seller: Martin Horowitz

Price: \$155,000
Mortgage: \$146,400
Lender: Adams Community
Date: 4/21/15

189 Stratton Rd.
Buyer: Omar Sangare
Seller: Stratton Hill RT +
Price: \$122,000
Mortgage: \$17,000
Lender: Greyllock FCU
Date: 5/4/15

WINDSOR

399 River Rd.
Buyer: Theo Leyrer +
Seller: Lawrence Baumann +
Price: \$191,500
Mortgage: \$197,819
Lender: Quicken Loan
Date: 5/14/15

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Steve Rogers
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Pittsfield
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(413) 395-9626



Sandi Girard
Manager
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431 Main St.
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