



campaigns. Magazines featuring these Ellenville products have included Seventeen, YM, Mademoiselle, Budget Living, Real Simple, and Redbook.

She is concerned about the changes in the jewelry business as a whole, commenting on the flood of cheap imports and “rip-offs” that are driving legitimate American distributors and manufacturers out of business. Global competition in recent years has eliminated many of



Barbara’s peers from the marketplace. She is concerned, but optimistic and planning for the future. Her goal? That all the jewelry made today by Top Shelf will become treasured mementos for the tomorrows ahead.

Somehow, Barbara finds the time to be an active, involved citizen as well as a wife, mother, suc-

cessful business owner, and gifted artisan. She is a member of the **Ellenville-Wawarsing Chamber of Commerce**, its **Board of Directors**, and the **Hunt Memorial Preservation Committee’s** Board of Directors, where she is in her second term as Secretary. She cooperates with the **Ellenville High School** and participates in their job-shadowing program. She is a believer in historic preservation and the quality of life in this area. Her deep-seated belief in “giving back” to a community that she loves is frequently demonstrated by her generosity to community efforts. During her retail sale weeks, Barbara also makes available the work of other talented artisans, so shoppers will be exposed to additional local talent.

Throughout her interview, Barbara used the **Top Shelf Jewelry** motto in talking about her business philosophy: “Proudly made in the Shawangunk Mountains.” We’re proud of Barbara Hoff and **Top Shelf Jewelry**, too. ☆

All photos by Steve Krulick, except for the old postcards, which were found on the Internet. This month’s cover art is actually a composite picture, blending a modern photo, on the left, with a nearly-100-year-old colorized postcard, on the right. The trick was in lining up the roof lines and corners, made more difficult by the increased width of the current building and change of the overhang. Also, “digital sky” had to be added above the “old” station, where it didn’t exist, as the postcard wasn’t tall enough!



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