

## Open for Business

### Who is Alpha Omega Publishing?

You may have seen them over the last couple of months, calling on business owners and community leaders to tell them about a new local phone book. But who are they?

John "Jack" Kempf and Roger Weisman are the founders and co-owners of *Alpha Omega Publishing*. John and Roger both worked for Mann Media Co., creating the highly successful Kingston Area and New Paltz Area community phone books. Seeing the popularity of those books (the Kingston Area book grew by over 50% in its second year!), they realized the need for a low-cost, community directory in the Ellenville/Rondout Valley area, and started their own company, *Alpha Omega Publishing*. John has forty years experience in the yellow page industry, and has published phone books in the Hudson Valley since 1976. Roger has a Masters Degree from New York University in Graphic Communications and Management, and has worked in the desktop publishing field for twelve years. 

### Ulster's Discount Rx Program

Ulster County's new prescription drug discount card program began enrolling county residents on July 1<sup>st</sup>.

UlsterRx is a discount drug card program that makes prescription drugs more affordable through a national network of participating pharmacies. You could save as much as 10 to 50 percent on your prescriptions, depending on the type of medication you need and where you purchase it. You can save at your neighborhood pharmacy, or save even more through mail order.

All Ulster County residents are eligible, but those who will benefit the most are people without health insurance, those on Medicare, or those who have health plans that do not cover prescription medications.

Membership enrollment forms are available at the County Office Building, 6th Floor, 244 Fair Street, Kingston and at all local Town Halls and City Hall in Kingston.

Customer service representatives are available 24 hours a day, 7 days a week, to enroll you in UlsterRx and to help you locate a pharmacy. Please call 1-800-780-8738 for further information. You can also go online for information, and to register, at [www.ulsterrx.com](http://www.ulsterrx.com).

UlsterRx, was approved by the county legislature in May and is modeled after similar programs being offered in Westchester, Broome, Chemung, and Niagara counties.

Buffalo-based Arxcel, which runs the programs in those counties, says residents can buy into the drug plan at an annual cost of \$15 for individuals and \$26 for families.

Enrollees then will have the option of buying discounted drugs from a network of pharmacies; through mail-order, at a greater discount; or from Canada, which would offer the greatest discount.

Participants in Westchester County's program, which began Jan. 1, received an average discount of 26 percent the first month for prescriptions purchased at participating pharmacies. Buying from Canada saved WestchesterRx members between 33 and 50 percent off prescription drugs. (Ulster officials say the county will not be liable for any action against those who purchase Canadian prescriptions because it is the consumers, not the county, choosing that option.)

*Matthews Pharmacy* in Ellenville has agreed to participate in the program, one of more than 16 pharmacies who have signed on in Ulster.

Ulster County has budgeted \$5,000 to set up and promote the program. 

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