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Anything received after these dates can NOT be guaranteed!

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- Ellenville:** 1) *Canal Street: Berme Rd. to Liberty:* Chamber Office, Thornton Hardware, Canal Lodge Adult Care, Family of Ellenville, Ellenville Lumber, Top Shelf Jewelry, JM Originals, NuDesign Furniture, **Time-Warner Cable**, McCarthy Agency, Village Cleaners, Carolin Mane Cut, Curves, Dr. Lancelotti, At Home Physical Therapy, Aroma Thyme, R.J. Smith Realty, **Shadowland Theatre**, La Bella Pizza, Rosegarten, **Dollar World**, Stedner Printing, **Ellenville Post Office**. 2) *Canal Street: Liberty to Main:* Matthews Tailor, Ed & Al's Barber Shop, Liquor Store, State Farm, Fort Lox Bagels, Sprague & Killeen, **Lighthouse Deli**, Distel's, **Matthews Pharmacy**, Ellenville Florist, **Town Hall**, Bank of America. 3) *Canal Street: Main to Cape:* Provident Bank, **Stewart's** (Ellenville), LadyKathryn's, **Ellenville Library**, Dr. Paul Lonstein, **Wilson's Market**. 4) *Center Street:* **Ellenville Medical Group**, Johnny's Super Service, Getty Mart, H&R Block, **Lock 31**, **Cohen's Bakery**, Napa, Dominick's. 6) *South Main Street:* **Dollar General**, Berger & Solomon, Stoeckeler Realty, Collier Motors, Lonstein Chiropractic, Shanghai Red, Mobil Mart. 7) *Cragsmoor:* Cragsmoor Library, **Cragsmoor Post Office**, **Sam's Point**. 8) *Rte. 209 to Spring Glen:* Richard's (SCC), **Nevele Grande**, Gold Mtn., **Spring Glen Grocery**, Spring Glen Post Office, County Line Restaurant. 9) *North Main: Canal to Village line:* Ellenville Village Hall, Loucks Funeral, M&T Bank, The Eye Studio, Euro Deli, RiteAid, Ellenville Dodge, **McDonalds**, Kaiter Kaplan & Zeiger, Ulster Federal Credit Union, Dr. Lukoff, Ellenville Beverage, Dianna's, **Craft Chiropractic**, Hair Encounter, Lucille Hand, Ellenville Ceramic Tile, Ace Hardware. 10) *Rte. 209 to Napanoch:* B. Petroleum, B & H Garage, **Route 209 Diner**, **Ellenville Hospital**, Family Practice Center, China House, **Spin City**, Hollywood Cuts, **Il Paradiso**. 11) *Napanoch:* Peters Market, **James' General Store**, **Brother John's**, **Napanoch Post Office**, Chinese No.1, VIP Video, LRCards, **Rické Len's**. 12) *Wawarsing to Kerhonkson:* Wawarsing PO, Citgo Xtra Mart (Wawarsing), Dr. John Lichtenstein, **Exxon (44-55)**, STS Tire, Candlelight, **Stewart's** (Kerhonkson), Swim King, **Mountain View Diner**, Yang's, Sentimental Value, **Kerhonkson PO**. 13) **Also:** Ellenville School, Ulster County Tourist Information Office (Kingston), Ramada Inn (Kingston).

***Locations in bold are "anchor locations" in the zone

From the Editor

"All right, Mr. DeMille, I'm ready for my close-up."
— Gloria Swanson as Norma Desmond in *Sunset Boulevard*

A theme that keeps returning in this column and magazine is how we identify and perceive our community. That is, how do we see ourselves, and how do we want others to see us? What is it about our community that makes us... US? Is our own image of ourselves merely our own deluded fantasy? Is the reality of how we are perceived by the outside world registering on our mental radars?

If mental perceptions and impressions were set in concrete, there'd be no advertising or public relations industries, whose very existence assumes that carefully-crafted images and suggestions, repeated often enough, can change how we think about everything from soups to nuts. Yes, even this publication, and the Chamber of Commerce behind it, work mightily to constantly put Ellenville-Wawarsing's best foot forward, because our attitudes about ourselves, and how others come to see us, will ultimately translate into whether we grasp our future with optimism and enthusiasm, or despair and cynicism. So, accepting that WE OWN our power to shape these images, why turn any such power over to those whose motives are suspect, and who likely don't put *our* interests first?

Case in point: on May 19th, several young, hip, urbanites from ABC/Disney held a "casting call" for *My Kind of Town*, a mysterious "revolutionary new show" (their words; their website calls it a "variety/game show" and identified us as Ellenville, *New Jersey!* Hmmm!) being developed by Michael Davies, the producer of *Who Wants to Be a Millionaire* (and *Wife Swap*, which arguably proves that civilization has already declined past any hope of redemption). They were looking for folks from Ellenville who'd be willing to go to a taping in New York City, and: "for one night, your town — and all of the people in it — could be the stars of your own TV show and have the chance to win some very cool prizes." And what would one have to do on this show? Alas, *that's* unknown.

The "audition" (again, *their* word) consisted of having your picture taken after answering a questionnaire that included such as: Do you have funny regrets or embarrassments that happened to you in Ellenville? What is the most heart-breaking moment in the history of Ellenville? Do you have a town pet peeve? Is there anyone in town that you consider a character? Who is the town "prankster"? What's the craziest thing that's ever happened to your town? (*Hello? Ellenville is a village! And not in New Jersey! Sheesh!*)

Well, nobody could confuse this with a tryout for *Jeopardy!* But, where is all this heading? To showcase Ellenville's best and brightest and make us look like the fine, reviving community we know we are? Unlikely. Recently, a "makeover reality show" called *Town Haul* went to nearby Jeffersonville and the fine folks of that small burg came off looking greedy, egotistical, goofy, and petty. Bet that's not their "reality" at all, but just how "reality TV" seems to operate; was there any reason to watch *Jerry Springer...* except to feel superior to the poor slob's paraded before you who were willing to look foolish for 15 minutes of questionable TV fame?

Maybe this "non-airing pilot" (*their* words) will never happen, or never air. But who cares? WE have the tools to tell *our* story and promote *our* community unfiltered by crass, cynical hucksters with suspect agendas or urbane smugness regarding us poor yokels.

It's simple. The only "reality" we really need is the one WE produce ourselves!



Cover: New WELV-LP FM Antenna, Ellenville Central School, Ellenville, Town of Wawarsing, Ulster County, New York, USA, Earth. This marks the return of local radio to Ellenville! WELV-LP is a low-power FM station that can broadcast to most of the Town of Wawarsing. Currently playing popular music, the plan is for more diverse programming from the school and community. See Page 11.

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