

## Open For Business

### A New *IMAGE* for Ellenville

How many times have you wished for a place to pick up a new pair of jeans without having to travel 45 minutes out of your way? For those of you in and around Ellenville your wish has come true!

The old *Tennenbaum Gas* building on **Canal Street** has been transformed into a clothing store (*IMAGE*), space for a café, as well as two additional retail spaces, and two one-bedroom apartments (on **Hermance St.**, where the garages used to be).

Brands such as Levi's, Carhartt, Dickies, Docker's, Wrangler, and Timberland will be available for the working population... Billabong, Hurley, Quiksilver, etc. for sporty types... Akademiks, Rocawear, Pepe for the urban customer... Ecko, Enyce, Southpole, Avirex and many more for everyone in-between, ages 14 and up. There will be something to suit every image (including bags, hats, shoes, belts, accessories name-music-band T-shirts; even underwear and socks weren't forgotten!) at this new retail clothing store, owned and operated by Manuk and Joan Kerovpyan who relocated from Brooklyn to Ellenville, along with their son Christopher, in 1988.

*Image* began in this very location as a small leather store in 1990. Changing to a clothing store the following year, they expanded to Liberty, Monticello, and a larger location in Ellenville at **ShopRite Plaza**. Movement to the malls in the years that followed required the couple to redirect their efforts from main street merchants to mall chain store operators with locations in Kingston, Stroud Mall in Stroudsburg, PA, and Albany's Crossgates Mall. Now, after being in business for 15 years, the Kerovpyans wish to be a large part of Ellenville's revitalization effort.

"This store is a new concept for *Image*. Our primary objective is to service this community as a whole. Men's and women's styles for every walk of life is our goal. We will also have a selection of footwear in every price range," says Joan. Special orders will be available for certain brands of clothing in off-sizes.

"Although the look is certainly contemporary, and the styles are fresh," says Manuk, "*Image* isn't just for 'kids,' but for adults, too. And the prices are as good or better than you'll find in the mall, because of our lower overhead. And you don't have to drive 30 miles!"

With its central location in Ellenville (**152 Canal Street**, across from the *Shadowland Theatre*), *Image* held its Grand Opening and ribbon cutting (photo, upper right: left to right, Code Enforcement Officer Brian Schug [behind Village Attorney Phil Cataldi], Village Manager Elliott Auerbach, Trustee John Gavaris, Mayor Jeff Kaplan, the Kerovpyans, Trustee Steve Krulick) on July 15<sup>th</sup>. With the expertise of architect Ken Bovo, the Kerovpyans were able to develop a highly-contemporary look with metallic walls and industrial lighting while still using many original architectural details of the building.

"We have had so much help in this process, most notably Mayor Kaplan, Village Manager Elliott Auerbach, Village Code Enforcement Officer Brian Schug, and attorney James Barry, without whom this project may have never gone forward. It is important for us to reconnect with the local population and to be able to enjoy the country life we were looking for, years ago, when we decided to move here," Joan added.

Store hours are **10 AM – 8 PM, Monday – Saturday**, closed Sundays. Call **647-2746** for more info. 🌿



### PRASAD Children's Dental Health Program, Inc

Tooth decay is one of the most prevalent chronic childhood diseases in the United States. Left untreated, dental diseases result in chronic pain, infections, inability to eat, low self-esteem and poor school attendance. In 1996, in response to this need, PRASAD Children's Dental Health Program, Inc (CDHP) was initiated with the mission to improve the quality of life of children by providing comprehensive dental care.

The mobile dental clinic (photo below) visits schools, bringing the needed care to the children, removing the obstacles of parents not having transportation, or time to take off from their jobs to bring children to their appointments. The Clinic visits 17 locations in Sullivan and Ulster County and came to *Kerhonkson Elementary School* for the first time on May 25<sup>th</sup>. In total, over the last nine years PRASAD CDHP has provided more than 136,000 dental treatments, impacting more than 40,000 children. Children are eligible for treatment if they do not have a dentist and have Medicaid or Child Health Plus. A sliding fee is available for those who qualify. 🌿



### Pre-licensing Course at ECS

The *Ellenville Central School District* is offering the 5-Hour Pre-licensing Course on **Saturday, August 6<sup>th</sup>**, from **9 AM until 2 PM**. (Pre-registration at 8:30 AM.) This class is the New York State required course for all new drivers. The cost of the class is **\$25**. Call Mrs. Smith at **647-0138** for more information. 🌿