



Old-school values

In an increasingly high-tech world, Schilling TV in Pittsfield is marking its 75th year in business, still rooted in its origins as a television repair business. **Page 2**

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Conflicting signs and signals

Berkshire small businesses facing a mixture of promise and unease in 2024



GILLIAN JONES-HECK

Ashley Benson, the owner of Optimal Healing in North Adams, says the help she received from the Massachusetts Small Business Development Center in Pittsfield has been invaluable. “What’s been most striking is the endless hours of expert help at no cost to the individual,” she said.

By JIM THERRIEN

PITTSFIELD — Every year arrives with a mix of promise and unease, and 2024 is no exception when it comes to the small business community in Berkshire County.

Keith Girouard, director of the Berkshire regional office of the Massachusetts Small Business Development Center in Pittsfield, has his finger on the pulse of this sector. He works closely with Berkshire entrepreneurs when they consider starting a new venture, hope to expand an existing business or want to buy or sell an established enterprise.

One trend that Girouard expects to continue in the Berkshires in 2024 is aging small business owners preparing to step away from their firms and pursue something different or retire.

“We will be seeing in 2024 some of what we are seeing now,” Girouard said. “And part of that is the buying and selling of businesses. I guess what is fueling that

is the continuation of the retiring wave, where you have business owners that have been in business for a long time.”

He’s not sure what sparked this trend, but according to the website teamshares.com, which works with small businesses, over two-thirds of small business owners nationally are planning to retire in the next two years. Many of them do not have a solid succession plan in place, which means their enterprises could vanish once ownership moves on.

“All I know is that you have aging owners who are interested in moving on with other aspects of their lives,” Girouard said, “because it’s demanding to be an owner running a small business; and it’s also rewarding.”

Berkshire County also is “seeing the retiring of some local brands,” he said. “Some long-standing businesses are going out of business. And those brands are being retired, along with the emergence of new brands. So you have younger en-

trepreneurs — they want to have their own stamp on things; they want to create their own brands.”

Girouard said the trends here are similar to what is happening elsewhere and agreed they are likely related to the huge baby boom generation heading into retirement age.

But the bottom line for the area is that some local brands will fade away, he said, while new ones will emerge.

PANDEMIC EFFECTS

Girouard also expects that some economic changes that occurred when the COVID-19 pandemic hit in 2020 will continue or evolve even further.

One of those changes is consumer buying patterns, which he said have changed, dramatically, in some cases.

“You know the whole consumer economy has shifted since the pandemic, sort of accelerated online buying,” he said. “Although when you look at the

statistics, there is still a high number of people who want to buy from brick-and-mortar [stores].”

The Small Business Development Center in Pittsfield grasps those realities while working with clients, he said, along with the related trend of the buying and selling of small businesses.

Another factor that will affect small businesses in 2024 are high interest rates which make it harder for entrepreneurs to access the capital they need to start small businesses. At this point, it’s hard to predict the direction that interest rates will head as the year progresses.

“Right now, they are relatively high, and what that translates into is higher borrowing costs,” he said.

A number of Girouard’s clients are interested in buying buildings, “and borrowing costs for those things have to be factored in.”

Banks remain “pretty conservative,” **SMALL BUSINESS, Page 10**

Business updates

New technology, old-school values



BEN GARVER

Donald J. "Don" Nealon, left, and his son Donald T. Nealon, combine products with the latest technology with service rooted in traditional values at Schilling TV in Pittsfield.

After 75 years in an ever-changing business, Schilling TV still going with the flow

By JOHN TOWNES

PITTSFIELD — Televisions have turned into disposable, high-tech gadgets that are sold mostly in impersonal big box discount stores.

Under this scenario, the local, reliable, television sales and repair shop seems like a relic from another era.

But it's not.

In Pittsfield, one store, Schilling TV, doesn't fit into that modern day mold. In an increasingly high-tech world, Schilling has survived for 75 years on more traditional principles that are rooted in its origins as a television repair business.

Schilling does sell contemporary and cutting-edge televisions and other electronic equipment, but it continues to place an emphasis on personal service, according to the store's co-owner, Donald J. "Don" Nealon.

"In some respects we're old school," said Nealon, whose store is located on 215 Fourth St. in Pittsfield. "Sometimes it seems that taking care of people is a lost art. It's a tough market today, but we're still here because we've kept the philosophy we've always had as a full-ser-

vice business. If you buy something from us, we'll come over and set up everything. And if you have any problems or want to make changes later on, we'll take care of you."

Schilling TV was founded in 1948 by Robert Schilling in the days when televisions were still a novelty made of tubes, cathode-ray screens, and other parts housed in bulky cabinets. Back then, televisions were considered to be a long-term purchase. Instead of replacing a TV when it broke, people called a repair shop when a tube blew or other maintenance was required.

Nealon's father, Donald R. Nealon, is a cousin of Robert Schilling. The elder Nealon, who is no longer with the business, purchased Schilling TV in the 1960s. Donald J. Schilling now runs the business with his son, who is Donald T. Schilling.

"He kept the name Schilling TV for continuity," said Nealon, referring to his father. "As a result, people often called my father Don Schilling. They still refer to me as Don Schilling sometimes."

Nealon's father started selling televisions around 1970, and the

SCHILLING TV, Page 3



BEN GARVER

Schilling TV's storefront on Fourth Street in Pittsfield. The business, run by Donald J. "Don" Nealon and his son Donald T. Schilling, was founded in 1948.

Schilling TV

FROM PAGE 2

business moved from its previous small workshops into its present location, which became a showroom.

Don Nealon, who is 60, grew up with the business. “I started spending time here when I was 5,” he said. “It was a true small family business. My parents were often here until nine o’clock at night.”

He earned a bachelor’s degree in business from American International College in Springfield, and then returned to Pittsfield to continue with the family business.

“My mother Jean, who is 90, worked here until recently, when she retired,” Nealon said.

The Nealons have adapted to many rapid changes in both technology and the sales market over the years. Television has evolved from black-and-white, tube-driven sets that received analog broadcast or cable signals to today’s ultra-high-definition, flat-screen TVs, home theater systems, and streaming services.

The pace of technology has advanced with ever-increasing speed since the 1990’s with the emergence of large screen plasma TVs and digital high definition sets, which allowed for increasingly high resolution to create detailed and vivid images. The size of screens has grown beyond the traditional limitation of 21 inches to 85 inches and larger.

Computer technology has also been integrated into television sets, which have led to smart, or connected TVs. Smart TVs combine elements of computers, television and digital media players, which allow users to



BEN GARVER

Old-time televisions are still prominently displayed in the showroom at Schilling TV in Pittsfield.

stream music and videos, search the internet and view photos in addition to accessing traditional programming.

These visual enhancements have been augmented with high-performance audio amplifiers, sound bars, and multi-speaker sound systems that with music can transform a system into a complete audio center.

Schilling’s showroom reflects this evolution from the beginning to the present. Several old televisions are displayed alongside their contemporary counterparts. The newer models include devices that contain recent and emerging technologies like organic light-emitting diode (OLED) systems and mini-LED sets.

A modern television’s picture quality is determined by several elements of the components and screen and how they convey color, shading and details.

Newer technologies, such as mini-LED televisions, for ex-

ample, contain a larger number of smaller LED diodes to light an LCD screen, which allows for more control and variation of colors and light levels and more detail.

In OLED technology, the LED diodes operate independently and do not require a backlight. This enables sharper and more defined colors, with blacks that are truly black.

While the store carries televisions in a variety of price ranges, Schilling primarily focuses on high-end televisions and audio equipment. It specializes in Sony, LG and Samsung brand televisions and audio components that include Yamaha, Sonos, Marantz and others.

“We mainly sell top-of-the-line models, rather than price-point or off-brand products,” Nealon said.

Televisions with newer technologies become more affordable over time as their gadgets become more mainstream which causes the prices to drop. But

there are still distinctions among price levels, he said.

As an example, Nealon said lower-cost, mass-market televisions may have similar technology but are made with cheaper parts and less effective processors and other components. They are built to less stringent manufacturing standards. Well-known brands like Samsung make lower cost versions for mass-market outlets, along with their higher-quality models.

“The price-point products are sufficient for many people,” he said. “However, they don’t have the same level of quality and performance, and they don’t last as long.”

He emphasized that personalized service remains an important aspect of Schilling’s business, especially with the more complex systems and set ups of today, and the addition of Wi-Fi, streaming boxes and other program delivery systems.

While the benefits of these new technologies are obvious, it has also made the choices available more confusing for consumers, he said.

Even receiving over-the-air broadcast stations can be challenging with today’s digital transmission systems. This is especially true in the hilly terrain of the Berkshires where reception has always been limited and spotty. One of the services Schilling offers is installing and calibrating antennas and receivers to pick up digital signals from regional broadcast stations.

“People come to us because they want service, and they want it done right,” Nealon said. “There is no one-size-fits-all solution. We provide the knowledge to identify the right system to meet a customer’s specific needs, and we handle all aspects

of installation. That is especially important for people who are not familiar or comfortable with the technology.”

Schilling provides subsequent repairs and adjustments or modifications to high-end systems. The store also repairs less expensive models, but that process can often be touch and go.

“It’s not always possible to repair cheaper price-point products, and it may not be worth it,” he said. “Before we do a repair on a price-point television, we have to know exactly what is needed. It’s not fair to the customer for us to do a repair on a set they’re just going to have further problems with shortly.”

In addition to home entertainment and business presentation systems, Schilling provides other equipment and services. For example, the store offers mesh Wi-Fi, which allows for effective internet coverage to take place throughout large areas in either a home or business.

Schilling also offers systems that will improve cell phone reception.

“If a home or office is in a location with a weaker cellphone signal, we can install antennas and amplifiers to boost that signal inside a structure,” he said.

Finally, Schilling provides services for the DISH TV satellite service.

The Nealons expect to continue selling and servicing televisions and other electronic products well into the future.

“I plan to keep on doing this for many years,” the senior Nealon said.

Donald T. Schilling is also looking forward to carrying on with the business.

“As long as it remains feasible, my goal is to operate the business for the long-term,” he said.

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INNOVATION LIVES #InTheBerkshires

“Innovation Lives #InTheBerkshires” is a broad acknowledgement that technology and innovation are part of the Berkshire’s industrious past, thriving present and limitless potential.

This campaign is a partnership between MassHire Berkshire Workforce Board and BIC Studios that is designed to promote key growth sectors, including: Advanced Manufacturing, Life Sciences, Aerospace & Defense, Software & Engineering, ClimateTech and Healthcare.

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Business updates

SABIC, 2 firms forge strategic collaboration

SABIC has formed a strategic collaboration with two other companies to explore opportunities for decarbonization in the chemical industry.

The chemical manufacturing company recently entered into a memorandum of understanding with Scientific Design and Linde Engineering to decarbonize the SD Ethylene Glycol Process. Scientific Design is an affiliate company licensing leader in ethylene glycol technology. Linde Engineering, is a subsidiary of Linde, a leading global industrial gases and engineering company.

This collaboration seeks to develop innovative solutions to reduce carbon footprint and achieve low-carbon emissions technology by offering SABIC’s CO2 recovery and purification technology to SD licensed manufacturing glycol plants worldwide. The ultimate goal is to establish sustainable ethylene oxide and ethylene glycol production and set industry benchmarks for carbon-neutral industries.

The collaboration will leverage SABIC’s proprietary CO2 technology, which has already demonstrated its effectiveness in the world’s largest carbon capture and utilization (CCU) plant at SABIC affiliate, United. This technology has the capacity to recover and purify up to 500,000 metric tons of CO2 per year, which would otherwise be emitted into the atmosphere during ethylene glycol production.

Berkshire HorseWorks receives two grants

Berkshire HorseWorks, a nonprofit offering equine-assisted educational and therapeutic activities, has secured two grants totaling \$2,000 to support local schools in Berkshire County with social-emotional learning and academic support.

A \$500 grant from the Richmond Educational Enrichment Fund of the Berkshire Taconic Community Foundation will provide third-graders from Richmond Consolidated School with a day of experiential equine-assisted learning and team building at the 7-acre ranch, which will complement existing life skills programming in the classroom.

The second grant for \$1,500 from Berkshire Bank will provide the Horse-Powered Reading program to at-risk children from the Pittsfield Public Schools who have demonstrated a below-average reading score.

The eight-week strength-based, experiential program uses horses in ground-based metaphorical activities in the arena to complement existing school-based learning.

Call 413-698-3700 or email info@berkshirehorseworks.com for more information.

Ashfield firm named state’s top wood producer

Pantermehl Land Clearing of Ashfield has been named the Massachusetts Wood Producer of the Year for 2023 by the Massachusetts Forest Alliance.

The company received its reward recently at the Forest Alliance’s annual meeting in Greenfield.

“There are a lot of jobs where some aspect can only be done efficiently by equipment that smaller loggers can’t afford to invest in,” said Forest Alliance

President Dicken Crane in a news release. “Working with Pantermehl’s allows you to get those parts of a job done at an affordable cost and benefits everyone.”

A diversified family business founded in 1983 with one employee, Pantermehl now has 11 employees. The company’s operations now include, trucking, maintaining right of ways for utilities and railroads, moving timber mats for transmission line maintenance, clearing for wildlife habitat, excavation and septic system installation.

AIM receives \$100,000 toward digital initiative

Associated Industries of Massachusetts has won a \$100,000 award from Verizon to establish a statewide Digital Inclusion Initiative.

The program will help historically disadvantaged small and medium-sized businesses in Massachusetts succeed in an increasingly digital world.

The award is part of the Verizon Forward Community Enhancement Award, a \$1 million national initiative. The city of Pittsfield has been named a 2023 Digital Inclusion Trailblazer by the National Digital Inclusion Alliance to recognize the city’s efforts to close the digital divide.

The AIM DI2 Initiative is designed to bridge the digital divide in business by empowering enterprises owned by Black, Indigenous People of Color, women, LGBTQ+, disabled people and veterans to access resources, workforce training, and business-to-business connections to ensure they are able to leverage digital technology. The initiative will include multiple in-person events in 2024 that will connect businesses with digital solutions and highlight AIM’s partnership with Verizon.

Information: aimnet.org. To learn more about Verizon’s Digital Inclusion efforts, visit CitizenVerizon.com.

Food safety hotline is launched by BAV

Berkshire Agricultural Ventures recently opened the BAV/AgriForaging Food Safety Hazard Analysis and Critical Control Points Hotline, a live food safety resource for meat and poultry processors.

This initiative, in partnership with AgriForaging Food Safety, is part of the Local Meat Processing Support Program, which strives to provide guidance and support for meat and poultry processors across the region.

This dedicated hotline is open from noon to 4 p.m. every Thursday, offering industry experts’ insights into state and federal meat and poultry compliance regulations and principles.

The hotline is committed to providing personalized solutions for a wide range of compliance questions, and ensuring peace of mind for local processors as they navigate the complexities of food safety regulations.

For information or to schedule a call, visit berkshireagventures.org/haccp-hotline.

Berkshire Bank leaders take part in NYSE event

Members of Berkshire Hills Bancorp’s leadership team recently participated in a series of interviews conducted by the New York Stock Exchange on the bank’s performance, culture

and vision for the future. Berkshire Hills Bancorp is Berkshire Bank’s parent company.

CEO Nitin Mhatre shared his leadership values and how those values are brought into place within Berkshire Bank’s workplace on a segment titled “The Leaderboard.” Executives, innovators, and trailblazers pushing boundaries and making a difference discuss their perspective on key themes in today’s marketplace in the Leaderboard from the NYSE.

Mhatre also appeared as a guest on the Inside the ICE House podcast, where he discussed his vision for Berkshire, its commitment to its clients and how the bank has become synonymous with the community.

Gary Lavante, Berkshire’s senior vice president of corporate responsibility, appeared on the show “Floor Talk” to discuss Berkshire’s long-standing commitment to sustainability and how Berkshire continues to innovate to serve its clients and shareholders while driving a positive impact in its communities. Floor Talk features corporate leaders discussing the latest business developments and milestones.

All the interviews are available for viewing at berkshirebank.com/NYSEMedia.

Program aims to make outdoors more accessible

The Healey-Driscoll Administration has launched a new grant program to make outdoor recreational activities more accessible to low-income residents, communities of color, and people living with disabilities.

The Massachusetts Inclusive and Accessible Outdoor Recreation Events Grant Program is the first funding initiative by the Massachusetts Office of Outdoor Recreation.

The office will award \$100,000 to support organizations in creating or expanding events across the state, helping to promote Massachusetts as a welcoming, inclusive, diverse and accessible place to play outside.

The program will award organizations with grants of up to \$10,000 to nonprofits, municipalities, state agencies, and partnerships between grantees and private organizations. MOOR expects to announce the awardees this spring.

Information: tinyurl.com/mbef259y.

Cybersecurity boost for state manufacturers

The Center for Advanced Manufacturing at MassTech Collaborative has launched a state-funded program to boost cybersecurity at small- and medium-sized manufacturers across Massachusetts.

The new Manufacturing Cybersecurity Program will provide funding of up to \$30,000 for capital upgrades to help small businesses fund the purchase of critical cybersecurity infrastructure, including network upgrades, badge readers, cameras, servers and firewalls.

In addition to protecting revenue and intellectual property, the program aims to boost the competitiveness of homegrown manufacturers, as these increased cyber investments will help firms meet cybersecurity standards that are necessary to work on federal projects or other programs for security-focused customers in the private-sector.



BERKSHIRE INNOVATION CENTER

Several dignitaries including, front row from left, Berkshire Innovation Center Director Ben Sosne, Mass MoCA Director Kristy Edmonds, state Rep. John Barrett III; and BIC board Chair Steven Boyd, attended the opening ceremony for BIC Works @ MassMoCA in North Adams in October. The BIC recently received \$50,000 from the state’s Community One Stop for Growth’s Collaborative Workspace Program to help outfit the new space.

Organizations interested in applying can find full details on the MCP procurement page at cam.masstech.org. Applications will be accepted on a rolling basis until the funds are expended.

Mass Audubon receives grant from MathWorks

Mass Audubon recently received a seven-year, \$25 million gift from MathWorks, a leading developer of mathematical computing software, to help protect and restore the commonwealth’s most valuable natural lands.

This commitment from MathWorks includes \$7 million in the first year and \$3 million per year for the remaining six years. It is the largest programmatic gift in Mass Audubon’s 127-year history, and will be used to address urgent, high-impact land protection and restoration projects resulting in the permanent preservation of nature throughout the commonwealth, according to a news release from the organization.

“We’re confident this kind of partnership will inspire even more corporate social responsibility and lead to the protection of outdoor spaces that benefit people and wildlife across the state,” said Jeanne O’Keefe, senior vice president and CFO of MathWorks, in a prepared statement.

Mass Audubon manages several wildlife sanctuaries in the Berkshire region, including Pleasant Valley in Lenox; Canoe Meadows in Pittsfield; Lime Kiln Farm in Sheffield; Old Baldy in Otis; Tracy Brook in Richmond; Road End in Worthington; and Cold Brook in Otis and Sandisfield.

BIC lands \$50,000 grant for North Adams facility

The Berkshire Innovation Center has received \$50,000 from the state’s Community One Stop for Growth’s Collaborative Workspace Program.

The funding will be used to fit out BIC Works @MOCA, the innovation center’s new facility at the Massachusetts Museum of Contemporary Art in North Adams, which opened in October.

The partnership with Mass MoCA will allow the BIC to have a physical presence in Northern Berkshire and ease of access to serve students and organizations in northern Berkshire County.

In October, the Healey-Driscoll Administration announced \$164 million for 338 grant awards through the One Stop to support local economic development projects in 161 communities across the state. They include \$950,000 in grants from the Collaborative Workspace Program.

Environmental strides earn Windsor plaudits

The town of Windsor is one of eight state entities, municipalities and individuals that have been recognized by the Healy administration for their leadership in driving initiatives to decarbonize operations and reduce the environmental impacts and energy costs of state and municipal operations.

The accomplishments were acknowledged recently at the 17th annual Leading by Example Awards Ceremony.

Awardees were honored for enacting policies and successfully delivering projects that advance Massachusetts’ climate and energy goals. These efforts include construction of all-electric buildings; energy efficiency projects; deployment of innovative, clean-energy technologies; deployment of zero-emission vehicles and charging stations; adoption of sustainable landscaping strategies; and a host of other initiatives that reduce environmental impacts and costs for state and municipal operation.

The Leading by Example program is administered by the Department of Energy Resources.

Foundation give \$10K to Boys & Girls Club

The Boys & Girls Club of the Berkshires has received a \$10,000 grant from The Papa Johns Foundation that will help support salaries for the club’s Triple Play dinner program.

The Triple Play dinner program aims to address the nutritional need of children in the community and provide a safe and supportive environment for youth to thrive.

Papa Johns, which has a restaurant in Lenox, sponsored the grant submission by recognizing the impact the Triple Play dinner program has on the community. One of the foundation’s focus areas is hunger relief.

The foundation nominated the club to help bridge the gap for staff funding to prepare and serve nutritious meals for kids. The food for the program is donated by Greylock Federal Credit Union.

BCC faculty members to hold BCARC training

Two Berkshire Community College faculty members, assistant professors of nursing Julia Gallagher and Jennifer Charbonneau, recently offered “train the trainer” sessions at Berkshire County Arc highlighting the importance of oral hygiene in the population they serve.

Berkshire voices

BIC to host global climate conference

PITTSFIELD — In an era defined by rapid technological advancements and shifting economic landscapes, the Berkshire Innovation Center prides itself on fostering thought leadership and serving as a catalyst to propel economic growth.

Bringing together entrepreneurs, researchers, and industry leaders from various disciplines, we serve as a crucible for collaboration, idea exchange, and the convergence of diverse expertise, helping create a vibrant ecosystem where novel ideas are conceived, incubated, and refined. Committed to the idea that “collective wisdom always wins,” we believe that the cross-pollination of ideas sparks innovation and can lay the groundwork for solutions to the challenges all around us.

It is in this spirit of disseminating knowledge and fostering thought leadership that we welcome the 2024 Global Interdisciplinary Green Cities Conference to the BIC this coming June. This is the first time the GIGCC will be held in the United States.

The GIGCC, which brings together leading minds in business, engineering, art, architecture, design, political science, international relations, and applied science and technology, was first held at the ICN Business School in France in 2018 and then the following year at the Wroclaw University of Economics and Business in Poland. After the 2020 event was canceled due to the global pandemic, it returned in 2021 in a virtual format based out of the University of Augsburg in Germany. In 2022, the conference was held at the Lucerne University of Applied Science & Arts in Switzerland and in 2023 it was held in person at the University of Augsburg.

Historically, the conference has brought together hundreds of industry participants and faculty members from universities across the globe who share scientific knowledge and research related to the energy transition and efforts to achieve a green and sustainable planet. The goals of the conference are as follows:

- To provide education that achieving sustainability is a multidisciplinary field: Business, Engineering, Art, Architecture, Design, Political Science, International Relations, Applied Science



Ben Sosne
News
from the BIC

and Technology.

- To gather researchers from across the globe to share knowledge and information regarding sustainability.
- To educate our students and community in regards to the different dimensions of the field of sustainability.
- To have our students and community be involved in the implementation of sustainability principles to ensure the achievement of a net-zero carbon emission economy by the year 2050.

We are honored and thrilled to be hosting the GIGCC at the BIC this year. It's not just because we can welcome leaders from around the globe to our community here in the Berkshires, but also so that we can include the voices of our local and regional partners in such a critical conversation. Though I am potentially a bit biased, I can think of no more appropriate place to host this event.

Here's why.

First of all, while the Berkshires contain around 2 percent of the population in the entire commonwealth of Massachusetts, the county makes up 12 percent of the state's total land area. We have a very rich history of people who care tremendously about the landscape, and who have settled and remained here to enjoy all that these hills have to offer. It is in our blood, and thus not surprising that so many residents and visitors are absolutely enamored with the newly launched “Berkshires Outside” — a fantastic new resource for outdoor enthusiasts coordinated by the Berkshire Regional Planning Commission. (Information: <https://berkshiresoutside.org/>).

Second, the Berkshires quite literally connect two of the innovation hubs currently driving the climate tech revolution — Boston and Albany, N.Y. The Boston area ranks as one of the most innovative and research-intensive regions in the country. Since the climate tech revolution is being driven by talent and innovation, Boston has become ground zero for the future of energy, drawing billions of dollars of private investment. Albany, the center of New York's Capital Region, has long been a national leader in climate technology and clean energy and now boasts a growing cluster of compa-

nies and institutions leading the way and rapidly scaling a clean energy workforce. Berkshire County is well positioned to realize economic benefits from these thriving innovation economies to its west and east, particularly when it comes to climate technologies.

Third, while the recent COP28 climate change conference in Dubai was headlined by 76 participating countries and numerous multinational corporations, there are many reasons to believe that the energy transition will be led by innovative startup companies and smaller, more nimble governments.

Large global corporations can be slow to adapt and, in many cases, maintaining the status quo is in their financial interest. Innovative startups, by contrast, are often designed as disruptors. Their founders and investors predict market changes and try to position their firms and products and leaders in the new normal. In the world of climate tech, it is the innovative startups that are most eager and most incentivized to lead a global energy transformation.

Similarly, large governments have, for the most part, been slow to react. As we have seen in our country, public opinion can be very diverse and the complex web of influential stakeholders can grind meaningful action at a Federal level to a halt. On the other hand, smaller governmental entities — like the state governments in Massachusetts and New York — have set some of the most ambitious climate goals in the world and are showing solid progress.

We see the GIGCC as an outstanding opportunity to celebrate the achievements of innovative companies locally and regionally and the achievements of the Commonwealth as a whole. While Massachusetts still has a long way to go to meet its 2025 goals, our recently released — and first-ever — “climate report card” showed solid progress in terms of electric vehicle (EV) adoption, heat pump installation, and consumption of clean electricity.

There is no question that significant challenges lie ahead, but Governor Maura Healey has pushed climate innovation as the next big investment and the initiatives her administration has implemented are quickly becoming



FILE PHOTO
The Berkshire Innovation Center will host the 2024 Global Interdisciplinary Conference's Green Cities Conference in June. It is the first time this conference has been held in the United States.

models that other governments are learning from and mimicking.

In her inaugural address, Healey spoke of building a “climate corridor that stretches from the Berkshires to Barnstable” that would harness “research, innovation and manufacturing” to create “thousands” of new jobs. In previous articles in Berkshire Business Journal, the BIC has committed to being the western anchor of this climate corridor. Like the governor, we see tremendous benefits for our workers, our economy, and our planet. Hosting the GIGCC is an amazing opportunity to dig into this commitment.

To learn more about the conference and find ways to participate, visit www.berkshireinnovationcenter.com.

Ben Sosne is the executive director of the Berkshire Innovation Center in Pittsfield.

Business updates

FROM PAGE 4

BCArc offers a broad range of community-based services to individuals with developmental disabilities, brain injuries and autism. Brandon Page, a training specialist at BCI, worked with BCC to coordinate the training sessions.

“BCArc reached out asking if we would consider providing in-service training for their staff,” Moon said. “This was a great way for us to be in the community building partnerships.”

SVMC nurse is recognized for positive impact on patients

Victoria Flynn, a registered nurse in Southwestern Vermont Medical Center's Medical-Surgical Unit, has been honored for her positive impact on both patients and their families.

Flynn was recently presented with a Daisy Award, an international recognition program that honors clinical excellence and compassionate care that are provided by nurses. SVMC selects honorees for the award through patient, family, and co-worker nominations.

Flynn joined the SVMC Medical-Surgical Unit in 2014, where she has excelled in patient care over the past decade. She received her bachelor's degree in nursing from Russell Sage College and her master's degree in nursing from the Universi-

ty of Massachusetts Amherst.

“I'm just so grateful for the people I work with and the families and patients I care for,” Flynn said in a news release. “I'm also so proud to be among the wonderful nurses who have won this award in the past.”

Berkshire Center for Justice offering legal help for elderly

The Berkshire Center for Justice has been awarded a \$24,000 Title III grant from Berkshire Elder Services Inc. to help fund its Justice for Elders program.

The money is earmarked to provide free legal services to income-qualified people 60 and older, with a focus on those residing in South Berkshire County. The grant period is from Oct. 1, 2023, through Sept. 30, 2025.

Clients will be served on a first-come, first-served basis in areas of real estate transfer, deed construction, family, landlord/tenant, wills/power of attorney/medical proxy document construction, bankruptcy, educational debt, among other areas of law.

The Berkshire Center for Justice is a 501(c)(3) nonprofit, charitable organization that provides legal, educational and mentoring services that promote social and community justice. The organization has been in operation since 2006 and is well known for offering free legal clinics and other legal services throughout Berkshire County.

Information/volunteer opportunities: BerkshireCenterforJustice.org, 413-854-1955.

BRPC is coordinating new outdoors website

Berkshire Regional Planning Commission is coordinating a new website, berkshiresoutside.org, which will provide a centralized, comprehensive catalog of over 550 access points to outdoor recreation in the Berkshire region.

The new site will serve as a companion to berkshires.org, the region's official tourism website operated by 1Berkshire. The online portal lists over 400 parks owned and operated by nearly 100 different organizations, all within Berkshire County. It was built and will be coordinated by Gemini Creative of Stockbridge.

The site contains a clearinghouse of trailheads, boat launches, and other access points. Users can narrow their search with filters for whether the location is dog-friendly, family-friendly, or has restroom or picnic facilities.

The site was created with input from several outdoor recreation stakeholders, including 1Berkshire, along with Berkshire Natural Resources Council and the Massachusetts Department of Conservation and Recreation. Berkshiresoutside.org offers a filter to identify sites within a quarter mile of Berkshire Regional Transit Authority routes throughout the county.

Berkshire Business Journal

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Share your news with the Berkshire Business Journal. If you have a company promotion, a new business or a new venture, let the Berkshires know about it. Remember the 5 W's and that briefer is better. Email text and photos to BBJ@newenglandnewspapers.com.

Provide your expertise in the Berkshire Business Journal. Do you have the answer to a persistent question about business and the Berkshires? Do you have ideas and suggestions on how our business community can grow? If you have a comment to make about doing business in the Berkshires or if you're looking to raise an issue with the business community, this is the venue for that. We welcome letters up to 300 words and commentary up to 600 words. Send these to Tony Dobrowolski at tdobrowolski@berkshireeagle.com.

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Business voices

Why using digital transcends patronage

LEE — It's no mystery that in 2024 in the Berkshires, the lifeline of small businesses in small towns extends beyond their physical storefronts.

Once the cornerstone of Main Street vibrancy, local businesses can't merely rely on foot traffic and passers-by to pull in consumers anymore when the



Meg Sanders Cannabis Corner

vast realm of the digital space is an equally important driver for their success. So the reality is stark and simple: a robust online presence is no longer optional. It's essential.

Canna Provisions was voted Corporate Citizen of the Year in 2023 by the local Lee Kiwanis chapter, as

well as Corporate Citizen of the Year 2023 by the Lee Chamber of Commerce because of our dedication to the community, which is rooted in simply showing up for it, always. But that's not enough: our business succeeds and grows by relying on daily encouragement and vocal support of our business in the digital sphere. It's a truth that all businesses share.

This necessity presents a unique opportunity for community members to bolster these businesses in ways that resonate far beyond their local boundaries, and often can mean more than simply stopping in to patronize a local establishment. So here's a rundown of five different ways you can support local businesses beyond purchasing their goods and services (which obviously is still important).

It's easier than you think.

HARNESSING THE POWER OF GOOGLE REVIEWS

The influence of Google in shaping public perception is immense. A well-placed, five star positive Google review does more than just compliment; it ampli-

fies a business's visibility and credibility. Picture something like Joe's Diner in Lee. Your detailed five-star review could lead the next passerby right to its door, be they on the street or one of the millions of tourists coming through the Berkshires every year. It could be the difference between consumers skipping the Berkshires on the way to Saratoga, or sending throngs in to check out your business since so many use Google and the business reviews to plan out local trips.

THE IMPACT OF VISUAL STORYTELLING

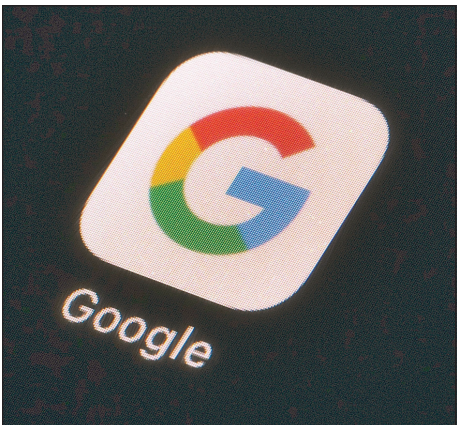
In the digital world, a picture is not just worth a thousand words; it's a potential thousand views. Uploading photos and videos to a business's Google page presents a vivid snapshot of what they offer. Imagine the allure of a bustling café captured in a photo or the charm of a boutique shop showcased in a video captured on a random weekday or a high-traffic tourist holiday in the Berkshires. These images are powerful narratives of the business, told without a single word. Cafe Triskele in Lee has some reviews with someone's dinner photo — uploaded casually and honestly by a happy customer — that have gone on to garner thousands and thousands of views by the legions of people who use Google.

BROADENING ENGAGEMENT BEYOND GOOGLE

While Google reigns supreme, platforms like Facebook and Yelp are influential arenas, as are local community pages like In The Berkshires on Facebook, or the various hilltown and city community pages that are also there. Interacting with local businesses on these sites, whether through reviews, shares, or comments, can significantly boost their online footprint. Each engagement potentially exposes the business to a new segment of customers.

DIGITAL WORD-OF-MOUTH

The digital equivalent of word-of-mouth is a formidable force. Sharing



AP FILE PHOTO

Using Google or a similar type of social media are methods that small businesses in the Berkshires can use to increase patronage without relying on time honored techniques like foot traffic or word of mouth. "A robust online presence is no longer optional. It's essential," says columnist Meg Sanders.

your experiences with a local business on social media or community forums can create a buzz, piquing the interest of others and drawing them in. That often can lead to a ripple effect of regular engagement for that business. Regular interactions signal to digital platforms the ongoing relevance and value of these businesses, enhancing their digital ranking and visibility. In a world where Google rules, the businesses that appreciate and focus on this mode of local support from the community will likely survive and thrive.

PROMOTING BUSINESSES EVENTS AND OFFERS ONLINE

A quick share about a local business's event or special offer can do wonders for their visibility and customer turnout. It's a small gesture that can yield significant results. At Canna Provisions we regularly promote our local business partners across our social media and related

platforms, but also, we partner with businesses so they can promote us as well. Our regular Saturday night free live music series at the Locker Room in Lee is a great example of that — we promote each other. Personalizing how and where you promote local businesses online can be given a special touch with personalized shout outs. Sharing a personal story or experience about a business to your own digital pages but also to your businesses page, or even the various community pages, newsletters, and social media groups focused on highlighting what's happening in the community adds a layer of authenticity and connection that generic Google reviews can't match. These personalized endorsements resonate deeply with potential customers. Creating those kinds of posts on their Google business page as well only supercharges the effort of support.

In the end, supporting local businesses in a small town transcends mere patronage. It's about leveraging the power of the digital world to sustain the charm and vitality of these local enterprises. Each time you relish a meal at your favorite diner or purchase from a local store, remember, a simple online share or review from you can ripple outwards, bringing invaluable support to these pillars of your community. A suggestion from someone to stop by a local store will often bring people already in town, but leveraging Google reviews and the digital space effectively benefits all of the Berkshires because it can cause people to literally pull in off the highway to check out a town with a cluster of businesses brandishing 100 five-star Google reviews.

So, next time, take a moment to share your experience online; it's a small gesture for you, but a giant leap for the local business you cherish. And by the way, your review may mean the difference between a your local favorites remaining open or closing their doors.

Meg Sanders is the CEO and co-founder of Canna Provisions in Lee.

Alliance is making homeownership attainable

PITTSFIELD — The dream of homeownership, once an achievable aspiration for many, has now seemed to slip further away for many citizens in Berkshire County and across the commonwealth of Massachusetts.

Rapidly rising property prices coupled with few available homes for sale have precipitated a housing crisis that resonates with everyone, particularly prospective first-time home buyers. In the wake of these challenges, the Massachusetts Real Estate Community Alliance, a nonpartisan, nonprofit organization was formed to champion property ownership and fortify the communities that they help to foster.

At the core of MRECA's mission are three pillars: education, advocacy and protection. The alliance endeavors to empower Massachusetts residents with an understanding of state and local laws and policies impacting them directly. It staunchly advocates for homeownership and endeavors to support and mobilize for housing affordability initiatives. The alliance works with citizens and engages with many housing sectors, including real estate profes-

sionals, home builders, housing non-profits and governmental agencies to safeguard the interests of property owners and communities at large.

MRECA champions a community-centric approach. For the past two years, state Realtors have been the primary funding source for the research and advocacy initiatives. The Berkshire Realtors have contributed almost \$10,000 to build this fund. However, the real power behind the alliance is in the related organizations and individuals who stand shoulder-to-shoulder and rally behind

initiatives to bolster housing in Massachusetts.

KNOWLEDGE AS EMPOWERMENT

The organization's central strategy is the dissemination of knowledge. By educating both residents and industry professionals on the intricacies of state and local laws and policies, MRECA aims to foster a deeper comprehension of the housing crisis. Armed with this understanding, the alliance strives to forge innovative solutions and spearhead housing developments that challenge the existing status quo. As an inde-



STEPHANIE ZOLLSHAN

A sign on Holmes Road in Pittsfield is marked sold. The nonpartisan, nonprofit Massachusetts Real Estate Community Alliance, is helping to make the dream of homeownership, especially for first-time homebuyers, a reality.

pendent entity, MRECA retains the autonomy to pursue the quintessential American dream without constraints imposed by external affiliations.

Recognizing the housing crisis that has been precipitated by a chronic lack of housing production, MRECA vows to champion change. Decades of

inhibiting housing development have led to inflated housing costs, depriving many of the stability and community-building potential inherent in homeownership. The alliance pledges to mobilize and advocate tirelessly to surmount these complex challenges and realize its vision.

MRECA's commitment extends to comprehensive research and the formulation of pragmatic policies. By fostering inclusive and affordable communities, the alliance envisions a better tomorrow. Through funding cutting-edge research and collaborating with industry leaders and a network of advocates, MRECA aims to stand as a pivotal resource for key decision-makers and Massachusetts residents

To contribute to MRECA's mission of transforming the landscape of homeownership in Massachusetts, individuals can join the alliance by visiting their website at www.massrecommunity.org and sign up to be kept apprised of urgent housing issues and ongoing education and information. Through active participation and collective efforts, everyone can play a role in shaping a future where homeownership is within reach for more residents across the commonwealth.

Sandra J. Carroll is the chief executive officer of the Berkshire County Board of Realtors and the Berkshire County Multiple Listing Service.



Sandra J. Carroll Real estate

Cautious optimism, continued concerns

LEE—Massachusetts businesses enter 2024 with cautious optimism about the overall economy mixed with continued concerns about the competitiveness and affordability of the commonwealth.

On one hand, businesses in Berkshire County and beyond see promise as we work to create an economy that offers every citizen the ability to work, raise a family and share in our common prosperity. That sense of promise is born from the single but profound truth that Massachusetts and the Berkshires thrive in times of change.

At the same time, Massachusetts and its business community face multiple challenges during a year expected to be dominated by a tumultuous presidential election, numerous state ballot questions and relentless demographic shifts that have permanently altered the employment market.

While the state's population finally increased during 2023 after years of decline, southern states still accounted for 87 percent of the U.S. population increase last year as entrepreneurs and other high net worth individuals headed for more favorable business climates.

State tax revenues, meanwhile, are projected to fall somewhere between \$700 million and \$900 million short of projections for the current fiscal year.

The good news is that Massachusetts made progress last year on both the competitiveness and affordability portions of economic development.

The Legislature passed, and Governor Maura Healey signed, a tax relief law that reduced the rate on short-term capital gains and raised the threshold for imposition of the estate tax — both measures that will help business investment.

Massachusetts lawmakers also passed the Francis Perkins Workplace Equity law, a compromise measure that will help state employers attract the talent they need to grow their businesses. The bill sends a clear message that Massachu-



BEN GARVER

Massachusetts Gov. Maura Healey attended the installation of Pittsfield's new city government in January. The tax relief bill that the Legislature approved and Healey signed in 2023 is expected to help business investment this year.

setts is committed to leading the way on pay equity and, in turn, attracting and retaining a workforce that will allow our businesses and economy to thrive.

Most importantly, the governor in October unveiled a \$4 billion plan to address the housing crisis that hangs like a cloud over the economic promise of Massachusetts. The governor's proposal includes \$4 billion in capital spending authorizations, 28 substantive policy changes or initiatives, three executive orders and two targeted tax credits. They are all directed at reducing barriers to the production and preservation of housing.

The business community looks forward to 2024 with gratitude for the progress our state has made, optimism about the future, and determination for the tasks ahead. Those tasks must affirm the role



Patricia Begrowicz
The View from AIM

of Massachusetts as a global center of business and commerce and prepare the ground for sustained business growth for every industry, from biotech to advanced manufacturing, from hospitality to higher education from retail to clean energy.

In short, state government must keep its foot on the gas in the quest to make Massachusetts both competitive for jobs and affordable for those who would fill them. Associated Industries of Massachusetts, where I serve as board chair, has some practical policy suggestions:

- Reduce the short-term capital gains tax again to 5 percent to stimulate business investment. Massachusetts should also join every other state in New England and exempt rolling stock — tractors, trailers and rail cars — from

sales tax. Also allow us deductions for business interest so that companies will not be penalized for borrowing and investing in growth.

- Support the Housing Bond Bill. Much of the business community also supports the objectives of the governor's Housing Bond Bill to accelerate the development of new housing and to moderate the cost our employees must pay to buy homes and establish roots.
- Permitting and site reform. Business supports permitting and siting reform for energy generation that will eliminate the persistent burden of high energy costs on Massachusetts employers. The commonwealth's laudable efforts to transition its economy to renewable sources cannot be permitted to bankrupt employers who already pay among the highest electricity rates in the country
- Resolve the shortfall. Lawmakers must also find a swift resolution to the \$2.5 billion shortfall hanging over the state's unemployment insurance system. Business should not be saddled with additional taxes because Massachusetts "over withdrew" federal relief funds to pay jobless claims during the pandemic.

The Healy Administration has taken some strong first steps towards improving Massachusetts' competitiveness and affordability but we must out work and out perform other states if we are to retain and grow existing businesses and attract new businesses.

Assets like an unparalleled education system, an enviable technology development system and a vibrant advanced manufacturing base will pay off only if the commonwealth rolls up its sleeves and creates the environment that allows business to leverage these assets to create and fill new jobs.

Patricia Begrowicz, the president of Onyx Specialty Papers in Lee, is chair of the board of directors of Associated Industries of Massachusetts.



STRONG BRANCHES DEEP ROOTS





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Winter dreams and bus tours

GREAT BARRINGTON—In the depths of winter, armed with their seed catalogs, gardeners happily spend time dreaming and planning their warm-weather plantings. We in the nonprofit community have similar thoughts at this time of year, although our dreams and plans for spring are about upcoming programs and galas.



Liana Toscanini
Nonprofit Notes

Here, at the Nonprofit Center of the Berkshires, we're beginning to discuss our spring volunteer fair and the annual Berkshire Nonprofit Awards. But those are established events. Is there something new we could think of that would serve both nonprofits and the community-at-large?

Well, there is one recurring dream we've had that may finally take flight this year. I'm dreaming out loud here, but wouldn't it be fun to take a group of 30 community members on a day-long bus trip to visit Berkshire nonprofits and see them in action? This would have been unimaginable during the COVID-19 pandemic, but we can and should continue repairing the state of human connection and interaction in 2024.

In 2019, I participated in 1Berkshire's Berkshire Leadership Program. That program's educational bus tour featured visits to a variety of businesses with running commentary by 1Berkshire president and CEO Jonathan Butler on the county's business assets and clusters of economic growth. It was a brilliant way to forge connections

and enhance understanding of the region's strengths and opportunities. It also transported me back to my school days when "field trips" were eagerly anticipated by all (except maybe the chaperones).

My "bus buddy" — the person who sat next to me and was responsible for making sure I wasn't left behind at one of the stops (like Chocolate Springs in Lenox, for example), became a friend as well as a Nonprofit Center board member.

Since nonprofits are too busy to reinvent the wheel, I'm going with "imitation is the sincerest form of flattery" and proposing that the Nonprofit Center of the Berkshires host a similar bus tour of the region's vital and diverse nonprofits. Seeing good work first hand and meeting the folks leading the charge make the mission more personal and relatable, and thereby more compelling to potential donors and volunteers. And that, one might argue, is the whole point.

When the Nonprofit Center of the Berkshires was formed in 2016, our aim was to leverage existing assets to help nonprofits. The people in our community are our greatest assets including those who give, volunteer, serve on boards, and facilitate sponsorships and grants. The NPC Nonprofit Bus Tour can engage all of these folks and more. Perhaps college students contemplating a career in nonprofit work would be interested in such an adventure. Or, as one



NONPROFIT CENTER OF THE BERKSHIRES

Conducting a bus tour of Berkshire County nonprofit organizations in the spring is one of the things that columnist Liana Toscanini is dreaming about this winter.

nonprofit suggested, we could offer the tour to corporate employees looking to volunteer and learn more about the nonprofit landscape. The possibilities seem endless (think of gardeners with their seed catalogs in hand).

There are relatively few opportunities to match the interests of the community at large with specific needs of nonprofits. NPC's Giving Back guide and volunteer fairs certainly help make connections. But a bus tour is a lengthier, immersive experience with potentially powerful results. The tour would target retirees, adult learners, those new to the area, and anyone interested in learning more about the local nonprofit sector. A zesty representation of the nonprofit community would include entities involved in

arts, education, social services, environment, housing, mental health, food security, animal welfare, social justice and more.

After eight years at NPC, I believe I'm qualified to wear the tour guide hat. Road trip commentary would include fun facts about the Berkshire nonprofit sector, insight into community needs, innovative programs and leadership, and information about getting involved. Passengers would be briefed on the organizations being toured, and would have an opportunity to ask burning questions such as "should you serve on more than one board at a time?," or "why have I never heard of some of these organizations?" Each participant would receive an NPC Giving Back Guide along with an invitation to attend

an upcoming volunteer fair or board training.

Nonprofits could also be front and center as venues for either snacks and lunch. Imagine having your midday meal at the Kripalu Center for Yoga & Health in Stockbridge, with its renowned healthy and tasty food options, or maybe a snack prepared by the culinary students from Railroad Street Youth Project in Great Barrington or from the guests working at Gould Farm's Roadside Café in Monterey. Participating nonprofits will relish this opportunity to raise awareness of their work in an intimate way that fosters deeper understanding of both the problems and the solutions provided.

People don't always get to tour the facility where programs may be happening in real time. Years ago, when I worked at Community Access to the Arts in Great Barrington, I remember thinking that hundreds of people attend the annual performance and gala, but far fewer get to witness the amazing work that happens in the weekly classes, where phenomenal faculty nurture the sometimes hidden artistic talents of people with disabilities. The nonprofit bus tour would be an opportunity to peek into the daily activities of some of our treasured organizations, and maybe even participate in a small way.

I'm both a nonprofit founder and a gardener, so dreams of spring blossoms and nonprofit bus tours are both swirling around in my head. See you soon. Time for another cup of coffee!

Liana Toscanini is the executive director of the Nonprofit Center of the Berkshires in Great Barrington.

BHHS Barnbrook Realty Launches Commercial Group

Berkshire Hathaway HomeServices Barnbrook Realty is pleased to announce the establishment of a new commercial real estate team led by real estate veterans, Buddy Lewis and Michael Harrigan. Leveraging their extensive expertise, the dynamic duo intends to enhance commercial real estate services under the exciting slogan; **Berkshire County's Commercial Real Estate Dream Team.**

BHHS Barnbrook Realty continues to be an industry leader and a mainstay in Berkshire County. With a successful residential sales division already in place, the creation of this commercial real estate team emphasizes our commitment to being a complete real estate resource. The new commercial group is spearheaded by Buddy Lewis and Michael Harrigan, two seasoned real estate professionals who collectively bring more than four decades of industry experience to the table.

As the Berkshire's Commercial Real Estate Dream Team, they aim to provide unmatched customer service and strategic market analysis to meet and exceed the diverse needs of the commercial market in Berkshire County. They will also take an active role in bolstering the commercial sector of Berkshire's vibrant economy.

"Our new Commercial Real Estate Group brings the resources and integrity of a globally recognized brand together with unmatched local knowledge and expertise," said Maureen White Kirkby, Broker/Owner of BHHS Barnbrook Realty "With Buddy and Michael's robust knowledge and expertise, I'm confident they will ensure our commercial clients enjoy the superior service and positive results they deserve."



BHHS Barnbrook Realty

The new Commercial Group is being spearheaded by Michael Harrigan (left) and Buddy Lewis.

Both Lewis and Harrigan are adept at navigating the commercial real estate landscape. With their experience and BHHS Barnbrook Realty's reputation for quality service, clients can expect a productive and efficient transaction experience.

They have always provided unparalleled professionalism and in-depth knowledge of the local real estate market. Their hands-on approach and commitment to client relationships make the duo a natural fit for Berkshire Hathaway HomeServices Barnbrook Realty's legacy of service and success in the Berkshire County real estate market.

The company, as a whole, is elated about this development and looks forward to setting new milestones in the commercial real estate segment. Clients are encouraged to reach out to Berkshire County's Commercial Real Estate Dream Team to benefit from their unmatched services. For more information or assistance with any local commercial properties, contact Michael Harrigan at 413-429-7788, or Buddy Lewis at 781-888-0284 today.



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Steffi and Eric K., Stockbridge

DECEMBER 2023

We have lived in the Berkshires for nearly 40 years. I wish that **THINGS WORKED SO SEAMLESSLY** with every contractor in the area with whom we have dealt.

Wayne K. Great Barrington

DECEMBER 2023

The crew of people that were part of the process were **PROFESSIONAL, TALENTED, SKILLED, RESPONSIVE, AND JUST PLAIN NICE.** We would recommend *Morrison's* to anyone. Thanks!

Michael P. Lee

SEPTEMBER 2023

Morrison's has done an **INCREDIBLE JOB** renovating our almost 30-year-old kitchen. We have been so pleased with the results.

Maryann F., Lee

NOVEMBER 2023

Morrison's did a **BEAUTIFUL JOB** and we were happy to have them in our area. I would definitely use them again.

Stevan P., Richmond

JUNE 2023

Our house suffered a huge amount of damage as the result of a burst pipe and essentially had to be gutted and restored. Without the team at *Morrison's*, I'm not sure if this project would have ever been complete - and certainly not at such a **HIGH-QUALITY LEVEL.** Thank you for giving us our home back and making it possible for us to continue on with our lives.

Adam H., Pittsfield

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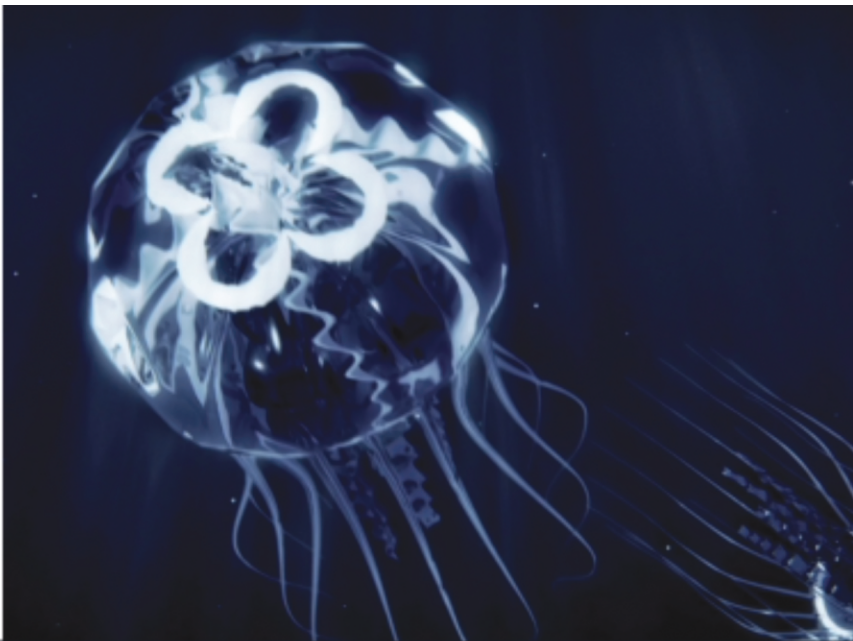
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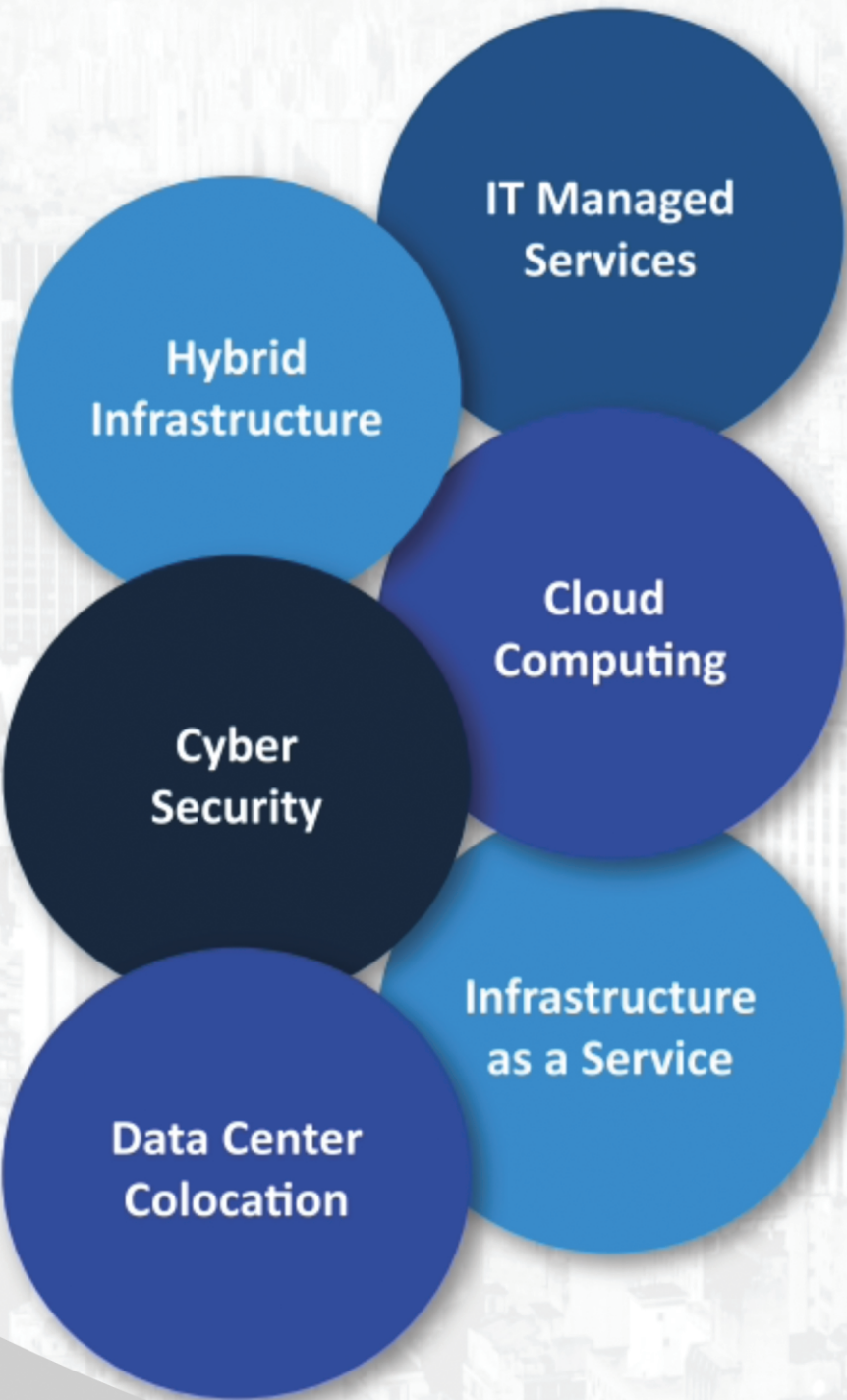
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GILLIAN JONES-HECK

Keith Girouard, the director of the Berkshire regional office of the Massachusetts Small Business Development Center in Pittsfield, helps entrepreneurs develop small businesses. He’s already noticed several trends in that sector that he believes will be prevalent in 2024.

Small business

FROM PAGE 1

he said, adding that loan approvals can take longer than they did in the pre-pandemic era. “Both the borrowing and the borrowing times have to be considered.”

HIRING ISSUES

The center has also noticed that small businesses continue to struggle to fill staff positions. “We think that probably will continue in 2024,” he said. A staffing shortage “affects hours of operation and profitability, because there are fewer hours they can be open,” Girouard added. Staffing shortages can also effect the level of services that a business can provide, which hits owners in the pocketbook because they have several fixed costs, like rent and utilities, that have to be covered. “We have some small businesses that could be open more, but they just don’t have the staff,” he said. “That will probably continue.” Efforts to address the chronic lack of affordable housing for workers in the Berkshires have led small businesses to adopt some innovative approaches, like helping

new employees, especially those in low paying positions, find housing. Construct Inc. recently purchased the former Windflower Inn in Great Barrington, and plans to convert it into affordable housing units. More successes on that front could be a plus for the local economy, he said. **INFLATION, REAL ESTATE** Then, there’s inflation. The concern, as well as a hope, in the Berkshires, he said, is that the inflation rate will continue to slide downward, and that supply chain disruptions and the cost of both goods and commercial borrowing will dissipate as well. But inflation “makes for overall unknowns for the economic climate and how that will affect Berkshire County,” Girouard said. The cost of commercial real estate could be a doubled edge factor for small business owners, depending on how the prevailing trends play out this year. That’s because entrepreneurs, especially those either taking over an established business or planning to launch a new one, will be looking for commercial property to either expand an existing enterprise or to set up a new venture. “A lot of businesses want to acquire fixed assets,” he said. “We have what is

happening with the commercial real estate market; we don’t know how that is going to affect us.” Another factor on the horizon is the continued evolution of artificial intelligence or AI. Some predict AI’s evolution will be a “revolution” that could reduce the need for some services and job categories. An upside is that the use of AI software also could lead to innovative services that could expand business and employment locally, he said. “There also will be some opportunities that will be created like any large business disruption that happens,” he said. A downside is that AI could replace people who rely on creating intellectual property. “Now, they have AI creating images, AI creating [text] copy” Girouard said. “The county has been moving more and more into the knowledge economy, the digital economy, and A.I. could play a positive role, and it also could be disruptive in other ways. That’s an unknown.” **HOT SECTORS** When asked to address the most active areas in the Berkshire small business sector, Girouard pointed to health and wellness services, which he said are expand-

ing locally. “Right now, half dozen or more clients are in that,” he said. One business in that sector that the small business development center worked with is Optimal Healing in North Adams. Owner Ashley Benson said the assistance she received from both Girouard and his assistant, Jayne Bellora, has been invaluable. “Keith and Jayne have been accessible, communicative, and full of resources,” Benson said. “What’s been most striking is the endless hours of expert help at no cost to the individual. Keith’s expertise and professionalism are unmatched. “As a small business owner growing from a team of two to 18 and acquiring a building in a year, I have been presented with many challenges,” she said. “Keith can meet me where I am and help me rise above the challenge in a strategic and manageable way. He’s been there to help me put out some fires, but better, he helps me understand how to ensure the fire(s) never gets started.” Benson said Girouard helped her develop a solid business plan, and guided her through the steps of creating an overall financial plan both for expanding the business and investing in her **SMALL BUSINESS, Page 11**



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Small business

FROM PAGE 10

new building project.

“However, what’s most important about our work is the confidence he helped cultivate as I presented my ideas and business to the community,” Benson said.” As a small business owner, I have felt a certain sense of vulnerability in putting my vision and life’s passion out into the world. Keith has helped me feel confident and assured, while respecting my creativity and personal process. When I describe my work with Keith to friends and colleagues I liken him to a therapist for your business, and everyone needs a good therapist!”

“Over an 11-month period, the Berkshire Regional Office assisted with developing a business model and financial forecasts, helping to start three businesses, and acquiring the financing to accomplish this,” Girouard said. “This included the funds to acquire a building and to renovate it with an SBA 504 loan.”

Most of the expansion that the small business development center has seen in the health and wellness sector has been businesses like Benson’s, Girouard said. But he’s also noticed that licensed physicians and dentists have begun banding together to form their own small health care facilities.

“Anything from fitness to things like yoga, massage, sort of holistic practices; therapy, acupuncture, chiropractic,” he said. “And what we are seeing is the emergence of what we call wellness centers, with multi-discipline practitioners usually under an administrative umbrella, all working together.”

The small business development center worked on more than three proposed wellness center initiatives during 2023, he said..

FOOD FACTORS

“We are seeing more culturally based food establishments,” he said, many serving ethnic specialties, and most offer catering and online ordering before attempting to expand the business.

“But the restaurant business is tough,” he said, especially when those businesses try to shift to a permanent location.

“There are still very high fixed costs,” Girouard said. “That puts a crunch on restaurants.”

The county has also experienced an interest in organic food-related enterprises, which include items served in either



Above, Keith Girouard, director of the Berkshire regional office of the Massachusetts Small Business Development Center, works closely with entrepreneurs when they consider starting a new venture, hope to expand an existing business or want to buy or sell an established enterprise.



Left, Ashley Benson of Optimal Healing in North Adams is among an expanding number of health and wellness services in the Berkshires that have received help from the Massachusetts Small Business Development Center.

GILLIAN JONES-HECK

Operating in the city since 1995, the office has served more than 3,450 small business clients, helped established more than 350 new businesses and worked to inject more than \$53.6 million of new capital into the Berkshire economy, Girouard said.

He said the center annually works with more than 250 entrepreneurs and small business owners, helps start 15 to 25 new businesses and assists with acquiring \$3 million to \$5 million of new business capital.

The center staff includes Girouard, the regional director, and client services coordinator, Jayne Bellora.

fast food or grab-and-go style by local markets.

Vertical farming methods, in which plants are stacked on shelving to save greenhouse or garden space, “could be a next wave,” he said, considering its practice in surrounding states.

The center’s staff also see possible openings next year in the Berkshires for translation services, information security firms and 3D printing services.

CLIENT FLOW

Overall, Girouard said, the small business development center continues “to have a very strong client flow. There is still a good flow of people wanting to start a business. He said this trend “popped up during the pandemic.

“We still see a lot of buying and selling of businesses, and have a number of owners that are looking to expand or finance

or acquire fixed assets.”

The Massachusetts Small Business Development Center is hosted by the Isenberg School of Management at the University of Massachusetts Amherst. There are six regional centers in the state.

The Berkshire center provides business-related tools and guidance at no cost to owners and entrepreneurs through its Pittsfield office, at 33 Dunham Mall, Suite 103, in Pittsfield.



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Crust expands into Williamstown

By Matt Martinez

WILLIAMSTOWN— After announcing plans to open up shop last spring, Crust pizzeria in Pittsfield is now serving up its signature pies new location — in Williamstown.

The pizzeria at 46 Spring St. officially opened on Dec. 18 — offering handmade pizza and a selection of beer and canned cocktails in a second iteration of the Pittsfield restaurant at 505 East St.

The opening was delayed about three months by renovations that were more extensive than initially expected, according to Jim Cervone, owner of Crust and Ayelada Frozen Yogurt in Pittsfield.

The restaurant is located in the former Red Herring tavern. The restaurant’s entrance used to be “sunken, almost like a speakeasy,” as diners would descend about 4 feet of stairs to enter.

Structural work was necessary to ensure the restaurant was compliant with building codes, Cervone said, including raising the floor to make it level with the rest of the dining room.

The 1,600-square-foot restaurant space did not have enough room to accommodate some of the proposed changes Cervone had for the restaurant, including coffee service for the college crowd.

But by clearing a preexisting mezzanine in the restaurant to create a “soaring space” that’s about 16 feet high with a decades-old tin ceiling, the dining room has a nice, well-lit and almost “industrial” look, he said.

“The way it came out in terms of the dining area, it really looks quite nice,” Cervone said.

The goal was to create a consistent experience between the Williamstown eatery and its first location in Pittsfield, Cervone said, including similar culinary offerings and decor.

“The experience of going to Crust Pittsfield and Crust Williamstown is about the same,” Cervone said. “Just a little more



GILLIAN JONES-HECK

Jim Cervone owns and operates Crust, a pizza restaurant at 46 Spring St. in Williamstown. He also owns the adjoining Crust pizza and Ayelada Frozen Yogurt shops on East Street in Pittsfield.

intimate dining area, that’s all.”

Cervone said the restaurant has seating for about 40 diners, and doesn’t get too “jammed” even when it’s busy.

He said the business has been engaged with its neighbors, including the on-screen theater, Images Cinema, that it shares a building with. If plans hold, the restaurant will partner with the theater for an “Oscars Party” during the 96th Academy Awards on March 10.

Cervone said the restaurant is trying

out later hours, staying open until 10 p.m., based on feedback from community members calling for a restaurant to stay open past 9 p.m. The theater’s proprietors, for example, suggested that moviegoers had no place to eat after later showings let out because other restaurants are closed.

He got similar advice from Williams College students — including the Alhambra Consulting Group, an organization that provides pro bono consulting services to local businesses and nonprofits. The

students helped to give him an idea of the business profile of the town, he said.

The restaurant currently employs two Williams students, and is looking to hire more. Cervone said he was excited to engage with the college clientele, but equally excited to engage with town residents as a whole.

“It’s really a pleasure being here,” Cervone said. “It’s a nice community ... the community in general has been very, very supportive.”

Pittsfield Co-op to open new branch

By Tony Dobrowolski

PITTSFIELD — Jay Anderson believes in taking advantage of opportunities, especially when they benefit Pittsfield Cooperative Bank’s customers.

Looking to place a branch in southeast Pittsfield because the bank has so many customers who live in that area, Pittsfield Cooperative Bank’s president and CEO said he found the perfect solution when Berkshire Bank’s former branch at 734 Williams St. became available.

The bank recently filed an application with the Federal Deposit Insurance Corp. to establish a new branch on Williams Street, a site that Berkshire Bank had occupied with a branch for many years. It has since received approval from both the state Division of Banks and the FDIC to open a branch there, Anderson said.

“I looked at it as a great opportunity to expand services in a different market than we’re in,” Anderson said. “We don’t have any branches on the southeast side of town. We’ve got a number of customers over there who continue to call me and ask when are you going to put a branch down here. So this was a way for us to do two things at once.”

Berkshire Bank officially closed its Williams Street branch on Sept. 29. However, that office had been temporarily closed since the COVID-19 pandemic first hit the Berkshires in 2020.

Anderson said he knows the property owner, and that his bank “has been keeping an eye” on that location for awhile. The branch is located adjacent to the Williams Street Plaza, a small shopping center.

According to Anderson, the Williams Street location has been a lucrative and popular spot for other banks that have operated branches there. Citing data from the FDIC, Anderson said at its peak that office held \$77 million in deposits when it was run by the former Legacy Banks, which was acquired by Berkshire Bank in 2011. The latest FDIC data shows \$46 million of deposits are attached to that loca-



BEN GARVER

Berkshire Bank officially closed its Williams Street branch for good in September, but the branch has been temporarily closed since the COVID-19 pandemic hit in 2020. It will soon be the home of a Pittsfield Cooperative Bank branch.

tion, he said.

The bank is hoping to open its new branch by March, but Anderson added, “don’t hold me to that” because all the equipment needed to operate that office hasn’t arrived yet.

“The new thing is ITMs,” Anderson said, referring to Interactive Teller Machines. An ITM has the same features as an ATM, but allows customers to interact live with a bank representative through video technology.

“We just ordered that but it won’t even come in until mid-February,” he said. “So we’ve a lot of equipment on order that’s going to take time for us to go through.”

“There’s not that many opportunities for a bank like ours to expand,” Anderson said. “We’ve got to make a lot of investments in terms of computers and wires and ITMs and things like that.”

Pittsfield Cooperative Bank currently operates five branches, on South Street and Dalton Avenue in Pittsfield, and in Dalton, Great Barrington and Hinsdale.

The bank will hire five new employees to staff the new branch.

“We’re reinvesting back in Pittsfield and the Berkshires,” Anderson said. “It’s part of our expansion plan.”

“The key is not in spending time, but in investing in it.”

Stephen R. Covey, author





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IT business expands Pittsfield footprint

Synagex acquires Ascentek

By TONY DOBROWOLSKI

PITTSFIELD — Two city-based IT businesses that were once competitors are joining forces, hoping the corporate marriage will expand their reach in the Berkshires.

Synagex Modern IT, a cybersecurity firm, recently acquired Ascentek and has added that company's three employees to its staff, said the firm's owner, founder and CEO John Sinopoli. The new company, which now has a staff of 20, will retain the Synagex name.

One of the three new employees is Ascentek's founder and president Ted Frederick, who will serve as the newly merged firm's chief technology officer. The new company officially began operations Jan. 1.

The new company will operate out of Synagex's current office at 103 Hawthorne Ave. Ascentek's former office at the Betnr Industrial Park on West Housatonic Street has closed.

Sinopoli, who played football for Pittsfield High School in the 1990s, said he and Frederick are friends as well as competitors. They had worked together on several projects over the last couple of years before discussing the

possibility of a merger.

"He and I had talked a lot about it before making the decision," Sinopoli said. "There were a lot of factors there, but obviously the biggest one is we felt that there was a strong cultural fit."

Asked to define cultural fit, Sinopoli said both companies approach their projects the same way.

"That's a thing that's missing in general today; a real focus on the client and details," Sinopoli said. "How Ascentek had engaged with small businesses was slightly different than what Synagex does, but at the core we care very deeply about service. We're both passionate about that and I think that echoes with the employees and the clients."

"John started Synagex seven years ago, with the goal of creating a service business focused on quality, result-focused IT. It works," Frederick said. "Joining a vibrant, locally owned firm with a commitment to staying and growing in the Berkshires represents an exciting new chapter for Ascentek, and I look forward to being part of it."

Founded in 2017, Synagex delivers the entire IT ecosystem

"There were a lot of factors there, but obviously the biggest one is we felt that there was a strong cultural fit."

SYNAGEX OWNER
JOHN SINOPOLI



BEN GARVER

John Sinopoli is the founder and CEO of Synagex, a Pittsfield based IT management and cybersecurity provider.

and cybersecurity protection and combines that strategy with business growth. The firm's cybersecurity assessments are based on the Cybersecurity Maturity Model, a cybersecurity framework for U.S. defense contractors. Besides defense contractors, Synagex's clients include manufacturers, service companies, investment funds, banks, health care firms and aerospace engineers.

"What we really haven't focused on is our backyard," Sinopoli said. "We certainly have clients that we work with in the

Berkshires but there are plenty more that we don't work with. In joining forces with Ted and Ascentek, it allows us to focus more there."

Ascentek, founded in 2000, provides desktop and server support, network design and maintenance, email systems, network security, and help desk services, with both on-site and remote support, according to a news release. The company's customers include banks, manufacturers, legal offices, schools, auto dealerships, architects and nonprofits.

This is the second transaction involving the merger of a Berkshire-based managed IT provider in the last four months. In October, CompuWorks of Pittsfield was purchased by Sourcepass, an IT services and cybersecurity firm based in East Northport, N.Y.

CompuWorks founding partner Alan Bauman was recently named vice president of Sourcepass' newly launched northeastern regional division, which is located at another Sourcepass facility in Easthampton.

A woman with dark hair tied back, wearing a light green long-sleeved shirt and dark pants, is smiling and cleaning a large window frame. She is holding a white cloth and a spray bottle. The window looks out onto a lush green landscape with trees. The scene is bright and sunny.

A circular award seal with a blue and white color scheme. It features the text "THE BERKSHIRE EAGLE'S" at the top, "Best of the Berkshires" in the center, and "2023" at the bottom. The seal is surrounded by a decorative border.

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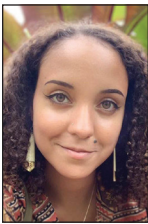
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People in the Berkshires



Barreto

Erica Barreto, Kathy Baugh, Amy Emerson-Inhelder and Lauren Gregory have joined the staff at Berkshire Community College.

Barreto has been named coordinator of student diversity programs and belonging. Born to first-generation immigrant parents from Brazil and Portugal, Barreto grew up in New York's Hudson Valley before moving to the Berkshires.

In 2019, she returned to her alma mater, Massachusetts College of Liberal Arts in North Adams, to coordinate the MCLA Institute for the Arts and Humanities. In 2022, Barreto was selected to be one of the recipients of BCC's annual 40 Under 40 awards to commemorate her work with IAH. She is also the vice president of the board of directors for WAM Theatre.



Baugh

Baugh joins the college as program coordinator of the STEM Starter Academy, where she will help recruit new students and prepare them to start at BCC. Baugh brings over 30 of experience in nonprofit management, including 16 years in youth development through the Student Conservation Association, where she became the national director of the program.

In her spare time, Baugh is an editor for the Becket Beat, a small monthly newspaper in Becket, where she resides. Baugh also serves on the Mass Recreational Trails Advisory Board and as a judge for MA Envirothon.

Gregory has been named accountant II in the business office. The Pittsfield native graduated from BCC before attending MCLA, where she earned a bachelor's degree in business administration with a concentration in accounting in December 2021. She has six years of previous accounting experience as a bookkeeper at David J. Tierney Jr. Inc. construction company in Pittsfield and as a staff accountant at Brazee and Huban, CPAs, of Pittsfield, where she prepared taxes.

Emerson-Inhelder has joined BCC's Jonathan Edwards Library as library assistant III-circulation manager. A Berkshire County native, Emerson-Inhelder spent 10 years as library director of a small local library. She also served as an elementary school teacher at Cheshire Elementary School after earning a bachelor of science degree in elementary education from the former North Adams State College.

The Berkshire County Historical Society elected new board members and officers for 2024 recently at its annual meeting.



Archibald

The new directors include **Heather Archibald, Matthew Brogan, Linda Cantoni, Michael Dell'Aquila, Cornelius Hoss, Sarah Trudgeon and Jenna Ware.**

The new officers include, John Hamilton as president; former president Cynthia Brown as vice president; Robert Salerno, treasurer; and Sharon Coe, secretary.

Archibald is assistant treasurer at the



Brogan

Pittsfield Cooperative Bank. A lifelong resident of the Berkshires, she has been a member of the BCHS Education Committee for several years. Archibald holds a bachelor's degree from The College of New Rochelle; an MBA from Massachusetts College of Liberal Arts; and is a graduate of the New England School of Financial Studies.

Brogan is the head cider maker and co-owner of the Berkshire Cider Project in North Adams, which he founded with his wife, Katherine Hand, in 2020. He is a native of Syracuse, N.Y. and graduated from Colgate University.

Cantoni is a retired attorney who served for 35 years in both private practice and public service in New York City, as a corporate litigator, white-collar criminal defense attorney, and assistant district attorney. She was a volunteer stage director for the Regina Opera Company in Brooklyn, N.Y. for many years and still serves on its board, as well as on the board of Distributed Proofreaders, an online nonprofit that prepares public-domain e-books for Project Gutenberg. She and her late husband were part-time residents of Lee from 2003 until 2019, when they made it their full-time home.



Cantoni



Dell'Aquila



Hoss



Ware

Dell'Aquila is the general manager of Hot Plate Brewing Co. in Pittsfield. Prior to relocating to the Berkshires to start Hot Plate Brewing Co. with his wife, Sarah Real, Dell'Aquila was a New York City-based creative marketer for 15 years.

Hoss is a land use planner who currently serves as the community planning program manager at the Berkshire Regional Planning Commission in Pittsfield. He is familiar with the work of the Society through his past work experience with the City of Pittsfield, providing support to the Historical Commission and administering the Community Preservation Act program. Hoss has a bachelor's degree in anthropology with a focus on archaeology and United States history, and a master's degree in urban planning and real estate development.

CHP Berkshires has expanded its clinical team with the addition of three new providers in Pittsfield, Lee and the CHP Mobile Health team.



Hoag

Marina Hoag, a family nurse practitioner, has joined the primary care team at CHP Neighborhood Health Center in Pittsfield. Previously a registered nurse at CHP North Adams Family Medical, Hoag recently completed her doctorate of nursing at Elms College. She earned her bachelor's degree in nursing at the University of Phoenix



Zabinski



Jefferson

and received her associate degree in nursing at Berkshire Community College.

She has previously worked at Berkshire Medical Center in the emergency department and Mcgee Substance Abuse and Center for Rehabilitation. She has also worked at elder care settings in the region.

Mary Zabinski, a pediatrician, has joined CHP Lee Family Practice. She earned her medical degree at Creighton University School of Medicine in Nebraska, and completed her post-doctoral pediatric internship and residency at UMass Chan Medical School/Baystate Medical Center.

She earned her bachelor's degree in biology at the College of the Holy Cross in Worcester, then worked at the Pulmonary Center at Boston University School of Medicine. She is also completing her master's degree in bioethics at the Alden March Bioethics Institute at Albany, N.Y., Medical College.

Michael Jefferson, a physician assistant, has joined the CHP Mobile Health team. He earned his master's degree from Bouve College of Health Sciences at Northeastern University, followed by a post-graduate fellowship at Albany, N.Y., Medical Center.

He holds a bachelor's degree in emergency medical care from Eastern Kentucky University and completed the emergency medical technician/paramedic degree program at Prince George's Community College in Maryland. He has previously worked at Berkshire Medical Center's emergency department and at Holyoke Medical Group Walk-in Clinic.



Fleming



Schiavoni



Sharpe

Kevin Fleming, Emily Schiavoni and Tom Sharpe have joined the board of the Nonprofit Center of the Berkshires.

The three new members join Dan Stanyon, president; Brian Berkel, secretary; Julia Dixon, treasurer; and members Kim Baker, Cass Santos-China and Laurie Werner. Marianne Fresia is stepping down after serving for six years as treasurer.

Fleming, who holds a doctorate degree, has 20 years of experience in alumni engagement, nonprofit management, facilitation and teaching. A thought leader in the areas of alumni engagement and fundraising, Fleming authored "The Pots of Water Framework for Alumni Engagement" in the Journal of Philanthropy and Education.

Schiavoni is community outreach coordinator for North Adams Public Schools. She played a role in launching TEDx North Adams, and has been a strong advocate for Berkshire Nursing Families. She has served on the boards of Louison House and Berkshire Family YMCA.

Sharpe is the relationship builder and

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Sharpe is the relationship builder and co-founder of Mungy, a creative design studio that he operates with his partner, Susanna, in the Berkshires. He excels in identifying promising partnerships and nurturing them to yield lasting results and is dedicated to supporting local businesses and entrepreneurs.



Zahn



Schneider

Health coach and former television news anchor **Benita Zahn** has been elected to the board of trustees of WMHT Public Media in Troy, N.Y. Her term began Dec. 1.

Zahn, a former news anchor at WNYT Channel 13 in Albany, N.Y., joins the board with 40 years of commercial TV news experience that included a previous stint as host WMHT's long-running Healthlink program.

Her work has earned many awards including a New York Emmy, and

New York State Broadcasters Award, International Radio and TV Award. She has been recognized by the American Heart Association, American Lung Association, American Society of Anesthesiologists Media Award and many other honors for her health advocacy and reporting.

After earning her master's degree and DPS/ Bioethics from the Alden March Bioethics Institute at Albany, N.Y., Medical College, she now works as a nationally certified health coach for Capital Cardiology, co-hosts the podcast Everything Theater and writes about health for a number of local magazines/newspapers.


The board also named officers for the coming year. **Shelby Schneider**, the deputy director of the New York State Economic Council, was reelected board chair. Attorney Del Salmon has been elected vice chair; community leader Gwen Wright, secretary; and Karen Carpenter, the president and CEO of Vanderheyden, treasurer.



Robb

Wahconah Regional High School Principal **Aaron Robb** has been elected to the board of directors of the Massachusetts School Administrators' Association, one of the country's oldest statewide professional associations of school administrators.


Founded in 1884, the MSAA originally served only secondary school leaders,



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People

FROM PAGE 14
but now serves all school administrators in Massachusetts from pre-kindergarten to grade 12. The organization is affiliated with the National Association of Secondary School Principals and the National Association of Elementary School Principals.

Through a constitutional change unanimously passed by its members, the MSAA reorganized its election process over the past year. The state now elects two members to the board from nine regions across the state.

Robb has been the principal at Wahconah Regional High School since 2016 after previously having served as both assistant principal and social studies teacher.

A MSAA Principal of the Year finalist in 2021, he also has advised the National Honor Society, and coached football and baseball at Wahconah.



Kate Czaplinski has joined Southwestern Vermont Medical Center as director of marketing and communications and public information officer.

A Vermont resident since 2021, Czaplinski has over five years of experience working in nonprofit communications and spent more than a decade working in news and media in Connecticut.

She most recently served as director of development and communications for The Child & Family Guidance Center of Bridgeport, Conn. Prior to that position, she held a similar role at The Kennedy Collective of Trumbull, Conn.

Czaplinski began her career in journalism, working for a decade in local newspapers, online broadcasting and sponsored content throughout Fairfield County, Conn. She received first place honors for her feature writing from the New England Newspaper and Press Association, and served as lead producer on regional broadcasts, covering health and politics.

Czaplinski and her husband live in Dorset, Vt.



Richard "Dick" Kelly has been promoted by MountainOne Bank and has assumed the newly created position of senior vice president, senior commercial risk officer.

This new position supports MountainOne's commitment to asset quality while enhancing its loan approval process.

Kelly now provides direct oversight of credit administration and of all

portfolio managers across both of MountainOne's geographic regions of the South Shore and the Berkshires. Kelly works directly with all commercial lenders on new and existing business loan relationships to help provide experienced guidance, perspective and management of these credits.

He originally joined MountainOne Bank in 2020 as senior vice president, commercial team leader for the bank's Berkshires region. Kelly is a member of the bank's senior leadership team. He holds a bachelor's degree in economics from Hamilton College.

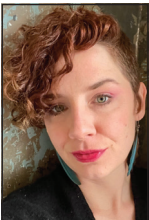
Kelly is also a board member of the Berkshire Community College Foundation. He was previously involved with with The United Way as a community representative; the Lions Club as a member and past president; the Southern Berkshire Chamber of Commerce as past treasurer; the town of Great Barrington; and the Wyantenuck Country Club as a member and past president. after a two-year hiatus.

Jaffe, a full-time Housatonic resident, is the granddaughter of the late Edwin Jaffe, who in 1996 began forming what eventually became Berkshire South in 2002. She has over 15 years of branding and marketing experience through her work at New York-based creative agencies including BrandFire, 100 Mile Group and MGX Lab. Most recently, Jaffe co-founded SAYS WHO, a company that designs, patents and launches products for children and families with disabilities and special needs.



Patricia "Patsy" Mullin has been named senior vice president of cash management services at Berkshire Bank.

Mullin joins Berkshire Bank with over 45 years of experience in the financial and banking industry. A certified cash manager, Mullin will be responsible for In her new position, managing and administering the various cash management needs and functions of asset-based lending, commercial real estate, small business, private banking and municipal clients. She will



also provide leadership and mentorship to the cash management team, collaborate with senior leaders, and participate in community initiatives across the bank's footprint.

Prior to joining Berkshire Bank, Mullin served as senior vice president and director of treasury management for 17 years at Cambridge Trust Co. and previously held leadership positions at

Sovereign Bank, State Street Bank and First Chicago.

Mullin, who resides in Stow, earned her bachelor's of business administration degree in economics from Saint Mary's College in Notre Dame, Ind. and her master's degree in business administration from Roosevelt University in Chicago. Outside of work, she is an active member of the Association of Financial Professionals and New England Association of Financial Professionals.

Following a lengthy search, **Amelia Wood** has been named the new executive director of the Roots Teen Center in North Adams.

Wood will aim to meet the interests and needs of teens by forging partnerships with Northern Berkshire school systems and a wide variety of local organizations, artists, and collaborators.

Wood is a graduate of both Dru-ry High School and Massachusetts College of Liberal Arts where she studied fine and performing arts and sociology.

Her early career was focused on early childhood art and museum education, primarily in the San Francisco Bay Area, where she has resided for the past decade.

Upon returning to her native North Adams, Wood has turned her attention to the nonprofit sector and specif-



Manikka Bowman has been named the new Massachusetts executive director for The Nature Conservancy.

Bowman, a land use nonprofit, government and political leader, begins her new role on

Feb. 5.

She most recently served as executive director of Project REAP (Real Estate Associate Program), a talent incubator for diverse commercial real estate candidates, where she revamped the organization's operations, programming, and fund development efforts to ensure it emerged from the COVID-19 pandemic.

Bowman is also the former director of policy for the Urban Land Institute Boston/New England District Council, and served as a field director during former Governor Deval Patrick's 2010 re-election campaign.

She holds a bachelor's degree in sociology from Bethune-Cookman University in Daytona Beach, Fla., and two master's degrees in divinity and urban policy from Columbia Theological Seminary in Decatur, Ga., and Georgia State University.

Alan Bauman, founding partner of CompuWorks in Pittsfield, was recently named vice president of the newly launched northeastern regional division



Bauman of Sourcepass, an IT services and cybersecurity firm based in East Northport, N.Y.

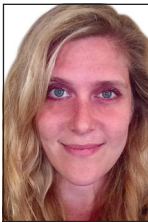
Sourcepass acquired CompuWorks, a managed IT services provider that Bauman helped found in 1987, in October. CompuWorks was the ninth acquisition Sourcepass has made since March 2022. As part of Sourcepass, CompuWorks has broadened its client base and tech bench in the Northeast.

Sourcepass is committed to maintain its Pittsfield office to best service clients in Western Massachusetts and upstate New York. In combination with 2022 acquisition, Suite3 of Easthampton, Sourcepass envisions its Western Massachusetts operations to serve as the hub for the greater region.

With the integration, Sourcepass welcomes 30 seasoned IT professionals to positively enhance their expertise and services.

In collaboration with Sourcepass' head regional office in Easthampton, Bauman will orchestrate a seamless coordination between client success and operations, ensuring exceptional service delivery throughout New England and upstate New York.

"Sourcepass' exceptional IT services and community initiatives have become well known, and I'm excited to further build on this momentum," Bauman said in a news release. "We look forward to expanding our presence in our communities and growing local jobs in western Massachusetts to the benefit of the entire region."



Erica Jaffe joined Berkshire South Regional Community Center's board of trustees as board chair, effective Jan. 1.

Jaffe is stepping in for Barbara Manring, who had served as interim chair for the past two years. The board's other newly appointed officers include, Tony Scott, second vice chair; and Jaclyn Sinay, clerk. Ethel Patterson is also returning to the board after a two-year hiatus.

Jaffe, a full-time Housatonic resident, is the granddaughter of the late Edwin Jaffe, who in 1996 began forming what eventually became Berkshire South in 2002. She has over 15 years of branding and marketing experience through her work at New York-based creative agencies including BrandFire, 100 Mile Group and MGX Lab. Most recently, Jaffe co-founded SAYS WHO, a company that designs, patents and launches products for children and families with disabilities and special needs.

Real estate transactions

BERKSHIRE COUNTY REAL ESTATE TRANSACTIONS FOR NOV. 27-DEC. 29

ADAMS
Robyn A. Lawson sold property at 12 Murray St., Adams, to Stephen Albareda Jr. and Jessica Lovellette, \$196,200.

Lawrence R. and Mary-Kay O'Brien sold property at 410 West Road, Adams, to James M. and Deborah J. Shea, \$420,000.

Heather L. and Christopher R. Lampiasi sold property at 10 Alger St., Adams, to Jillian A. Tatro, \$194,900.

James Vincent Leonesio Jr. sold property at 51 Glen St., Adams, to Tyler A. Bissailon, \$248,000.

Michael R. and Roberta M. Urquhart sold property at 59-61 Summer St., Adams, to Ember Oparowski, \$225,000.

Norman Dellaghelfa Jr. sold property at 3-5 Mill St., Adams, to Keegan Sean Dellaghelfa, \$230,000.

UMB Bank, National Association, as trustee, sold property at 11 Summit Ave., Adams, to Matthew J. Pierce, \$112,000.

Karen Murach sold property at 2 Fisk St., Adams, to Tonique A. Clay, \$130,000.

Corinne E. McCoy, trustee of the Corinne E. McCoy Declaration of Trust Dated July 12, 1989, and Sandra K. Harvey sold property at 2 Notch Road, Adams, to Anna C. Farrington, \$273,900.

MLCC Properties LLC sold property at 15 Print Works Drive, Adams, to Shaker Mountain Properties LLC, \$750,000.

Kathleen M. Rennie, personal rep. of Nancy J. Rennie, sold property at 114 Commercial St., Adams, to Tanya I. Hudson, \$145,000.

Michael A. and Renee C. Tessier sold property at 9½ Richmond Lane, Adams, to Kaitlin E. Skalski, \$180,000.

97 Commercial Street LLC sold property at

69 Park St., Adams, to 69 Park Street LLC, \$235,000.

Stephen D. and Jane A. Brown sold property at 0 Orchard St., Adams, to Olawale O. and Ashley M. Oladehin, \$235,000.

Melissa L. Schaffrick sold property at 39 Victory Terrace, Adams, to Mitchell J. Masacconi, \$165,000.

Paul A. Trzcinski, trustee of the Paul A. Trzcinski RVT, sold property at 11 Weber St., Adams, to Michael J. and Molly-Claire Biros, \$176,000.

Laura C. Clune, personal rep. of Mary Blanche Robert, sold property at 35 Bellevue Ave., Adams, to Jenna Marie Sullivan-Bol, \$125,000.

ALFORD
Patricia L. Bertolf sold property at 0 Green River Road, Alford, to James B. Ketchen and

Susan B. Ketchen, \$25,000.

BECKET
Ingrid Kaminski sold property at 72 Berkshire Road, Becket, to Michael Joyce and Gina Amoroso, \$130,000.

Kyra and Richard Bothwell sold property at Silver Leaf Drive, Becket, to Steve Debiase and Melissa Gabriel, \$40,000.

Mitchell S. Gilbert sold property at 17 Trout Close/Big Bass Lane, Becket, to Rocco V. Landi and Noah C. Berman, \$592,000.

Norma Feldman-Nathan, Gregory Thomas Arthur Nathan and Richard L. Kay, personal reps. of the Estate of Thomas J. Nathan, sold property at Switter Lane, Becket, to Joel and Carol Marcus, \$500,000.

Jerry S. Charson and Joan M. Harris sold property at Pill Drive, Becket, to Keith Mackie, \$30,000.

Transactions

FROM PAGE 15

Willian Brady Cool sold property at 27 Western Ave., Becket, to Kenneth D. Boudreau and Ramona Mansfield, \$164,000.

Linda R. Burt sold property at 795 Moberg Road, Becket, to Lawrence S. Ottinger and Cinthia Schuman, \$697,500.

Debra Jean Reideler Foushee sold property at Johnson Road, Becket, to Kenneth A. Diranian and Charles Q. Sexton-Diranian, \$39,000.

Margaret Ann Cimini sold property at Jacobs Ladder Road, Becket, to Dale M. Rozon, \$7,500.

Rachel Joshi, personal rep. of the Estate of Joseph A. Barry, sold property at Fred Snow Road, Becket, to Ruth Ladia Vallarta, \$12,000.

Mary Ann Gaherty-Reich and Daniel J. Gaherty, trustees, Joseph W. Gaherty RVT and Enes S. Gaherty RVT, sold property at 197 Yokum Pond Road, Becket, to Mary Ann Gaherty-Reich, \$71,100.

Mary Ann Gaherty-Reich and Daniel J. Gaherty, trustees, Joseph W. Gaherty RVT and Enes S. Gaherty RVT, sold property at Yokum Pond Road, Becket, to Daniel J. and Elizabeth F. Gaherty, \$21,600.

Mohegan Real Estate LLC sold property at Squires Lane West, Becket, to Shane Michael Frondelli, \$38,900.

John Casey Zollinger, trustee, John Casey Zollinger LT, sold property at 779 Bancroft Road, Becket, to Larry D. Miclette Jr., trustee, Larry D. Miclette Jr. LT, \$560,000.

CHESHIRE

Shirley Joan Emerson, trustee of the Robert Allen Emerson and Shirley Joan Emerson NT, sold property at 659 North State Road, Cheshire, to Kelsey G. Wohrle and Ryan C. Baran, \$269,900.

Ajax Mortgage 2021-C Reo Corp. sold property at 16 East Main St., Cheshire, to Abishour Equities LLC, \$90,000.

Roger N. Gaylord Jr. and Bethany J. Demarco-Gaylord sold property at 83 Richardson St., Cheshire, to Lauren M. and Carl B. Johnson and Jody Noel, \$245,000.

Christine K. Salavantis sold property at 119 Yorkshire Drive, Cheshire, to Monica Bernal-Neira, \$228,000.

Raymond A. Duprea, personal rep. of Robert Charles Mollison, 414 Savoy Road, Cheshire, to Mark E. Cyrulik, \$200,000.

Denise Smith and Anne-Marie Killbary, personal representatives of David Morris Adams, sold property at 100 Yorkshire Drive, Cheshire, to Eric Kozlowski, \$199,900.

CLARKSBURG

Nancy J. Solari, trustee of the Nancy J. Solari Trust, sold property at 91 Mountain View Drive, Clarksburg, to Adam M. and Amy Garner, \$338,000.

Patrick D. Dunlavey sold property at 59 Wheeler Ave., Clarksburg, to Jolie Hickey, \$18,000.

DALTON

Cynthia N. Reinhardt sold property at 644 & 664 South St. and 21 Grange Hall Road, Dalton, to Ryan J. Kovacs and Anna C. Dorste, \$499,000.

Tracy Foster and Laurie B. Mahoney, trustees, Robert J. Burke RVT and Ann L. Burke RVT, sold

property at 558 Old Windsor Road, Dalton, to Kenneth E. and Lori A. Gilbertson, \$648,500.

Bernard A. and Marlene L. Drew sold property at 934 Main St., Dalton, to Charles and Sylvia Smith, \$203,000.

Brian Casella, trustee, DeAngelus Family Irrevocable Trust, sold property at 154-156 Carson Ave., Dalton, to James and Ashley Schmidt, \$348,000.

Richard D. and Mary E. Smith sold property at 60 Gertrude Road, Dalton, to Kevin W. and Joan T. Grise, \$350,000.

Kenya Calhoun Smith, trustee, Smith FMT, sold property at 28 Chestnut St., Dalton, to Lydia A. Warters and Donovan A. Snyder, \$295,000.

Wendy D. Nickerson sold property at 19 Eleanor Road, Dalton, to Kristen Nicole Soules and Karl J. Ellery III, \$261,000.

Jennifer S. Taylor sold property at 30 Claremont Road, Dalton, to RG, \$285,000.

Gerald H. and G. Scott LePrevost sold property at 135-139 Main St., Dalton, to 135-139 Main Street LLC, \$675,000.

Albin S. Rothermel sold property at 298 East Housatonic St., Dalton, to Jonathan Gill, \$270,000.

Rosalie Anastasio, trustee, Anastasio Irrevocable FT, sold property at 18 Taunton Terrace, Dalton, to Marco Anastasio, \$180,000.

Diana Pease, Mary Louise Hopkins and James K., William J. and Alan E. Frambach sold property at 61 Oak St. Extension, Dalton, to Alan E. Frambach, \$132,000.

EGREMONT

Rosemary T. Carpenite sold property at 6 Fisher Lane, Egremont, to Keith Marman and Gulshan Jaffrey, \$600,000.

Daniel Hollander and Rachel Hollander sold property at 213 Egremont Plain Road, Egremont, to Eric J. Aulicino and Kari Harendorf, \$625,000.

FLORIDA

Kenneth L., Lawrence R., and Russell L. Cote sold property at 69 Moores Road, Florida, to James A. and Pamela L. Cote, \$48,750.

GREAT BARRINGTON

Peter G. Skaller and Phyllis H. Skaller, co-trustees of Phyllis H. Skaller Revocable Trust, sold property at 1070 Main St., Great Barrington, to Troy Hanshe and Alexandria Pendergist, \$460,000.

Jeffrey R. Stevens sold property at 9 Grant Lane, Great Barrington, to David Melo and Kathryn Melo, \$563,000.

Mark Rosengren sold property at 206 Highland St., Great Barrington, to Diane Kend, \$391,000.

Matthew Fogarty and Anne Marie Fogarty sold property at 55 East Sheffield Road, Great Barrington, to Stephen A. Rada and Allison L. Rada, \$120,000.

Town of Great Barrington sold property at Stockbridge Road, Great Barrington, to Chelsea 434B LLC, \$10,000.

Central Berkshire Habitat for Humanity Inc. sold property at 40 Grove St., Great Barrington, to Precious M. Green, \$250,000.

Christian Wells sold property at 55 Van Deusenville Road, Great Barrington, to Richard B. Atwood Sr., trustee, of Apollo Real Estate Trust, \$88,435.36.

HANCOCK

Howard P. and Judith A. Kitt sold

property at 1042 Beaver Pond Meadows, Hancock, to Jonida and Dritan Molla, \$300,000.

Kevin J. and Christine E. Cassata sold property at Corey Road, Hancock, to Evan and Morgan Stritsman, \$610,000.

Cheryl Bianco, trustee of the Bianco NT, sold property at 2631 Hancock Road, Hancock, to Caroline Isacovici, trustee of the Isacovici FT, \$500,000.

Nancy Davison, Mary Ellen Siok, Richard Peppe, and Sulo Retila sold property at 5 Rathbun Road, Hancock, to William E. and Terry A. Clark, \$2,000.

HINSDALE

Mary E. Kowalczyk, personal rep. of the estate of Madonna G. Kirby, sold property at 321 Maple St., Hinsdale, to Michael C. North Jr. and Jaime L. North, \$100,000.

Gloria Jean Greb sold property at 349 Main St., Hinsdale, to Mark C. Newell, \$46,000.

Patricia W. Brunet sold property at 1109 Washington Road, Hinsdale, to Bissellville Estates Association Inc., \$600,000.

Lanesborough

Walter W. and Judith L. Hyde sold property at 27 Longview Road, Lanesborough, to Timothy Daniel Bolognia, \$270,000.

Matthew K. Kurlan sold property at 310 North Main St., Lanesborough, to Berkshire Natural Resources Council Inc., \$630,000.

LEE

Melaine I. North sold property at 40-42 Circular Ave., Lee, to Sara Elizabeth Pacella, \$375,000.

Thomas P. Morawiec sold property at 21 Tabar Ave., Lee, to Merritt Home Solutions LLC, \$125,000.

William and Susan Groner sold property at 770 Summer St., Lee, to Michael L. and Mary A. Baron, \$635,000.

Mary Ann Gaherty-Reich and Daniel J. Gaherty, trustees, Joseph W. Gaherty RVT and Enes S. Gaherty RVT, sold property at 31 Sunshine Ave., Lee, to Mary Ann Gaherty-Reich, \$261,000.

Yokun Ridge Property Management LLC sold property at 300 Valenti Farms, Lee, to David M. and Kelly A. Fournier-Milligan, \$202,000.

Mark T. Kelly and Lisa H. Kane, trustees, Mountain Hawk NT, sold property at 175 Fairview St., Lee, to Matthew Keenan, \$285,000.

William G. Baumann and Wendy D. Hall sold property at 75 East St., Lee, to Elizabeth C. and Gerard A. Geuss Jr., \$765,000.

Karen E. Rigsby sold property at 880 East St., Lee, to Rebecca L. Johnson, \$320,000.

Sherman J. and Timothy D. Somerville sold property at 66-68 Columbia St., Lee, to Dewayne and Edwina M. Cesario Florian, \$75,000.

LENOX

Allison B. Crane sold property at 96 West St., Lenox, to Selina Peyser Lamb, trustee, Selina Peyser Lamb RVT, \$690,000.

Randall and Allison Grimmett, trustees, Randall and Allison Grimmett LT, sold property at 150 West St., Lenox, to Jaime Kathleen Kelly, \$564,000.

Christopher Estrella and Gabrielle Bromberg sold property at 470 Walker St., Lenox, to Ellen Farris, \$495,000.

William E. Parsley, trustee, Almic NRT, sold property at 153 East

St., Lenox, to Joshua Clairmont, \$380,000.

William E. Parsley, trustee, Almic NRT, sold property at East Street, Lenox, to Lynn T. Clairmont, \$223,000.

Evan Smith, personal rep. of the Estate of Allan Fishkind, sold property at 260 Pittsfield Road, Lenox, to Patricia C. Harte and Ira Huttner, \$221,500.

Dhyana Wade and Denise Flamino-Ulick, trustees, Michael A. Ulick RVT of 2011 and Denise Flamino-Ulick RVT of 2011, sold property at 34 Church St., Lenox, to Ferelle Realty LLC, \$220,000.

Carol F. Rabin sold property at 24 Woods Lane, Lenox, to Brian F. Rabin, \$640,000.

MONTEREY

Linda Sendobry, Lisa Burk and Laura B. Nolan, trustee of Laura B. Nolan Revocable Trust dated May 21, 2019, sold property at 19 Broderick Road, Monterey, to 2 B&C LLC, \$356,000.

Nancy L. Beach sold property at 56 Brett Road, Monterey, to Austin Michael Frank and Elizabeth Anne Bruun, \$445,000.

Mount Washington

Liam Dugan sold property at 493 East St., Mount Washington, to Robin Suplinskas, \$300,000.

New Marlborough

Brandon F. Hakulin sold property at 1636 Clayton Mill River Road, New Marlborough, to Juan Perez Cruz, \$295,000.

David Johnson sold property at 35 Hartsville Mill River Road, New Marlborough, to Travis Brecher, \$346,750.

Jared L. Benoff and Dana E. Honor sold property at 1017 Hartsville New Marlborough Road, New Marlborough, to Daniel Keenan, \$690,000.

Edmund A. Grossman sold property at 0 Hartsville New Marlborough Road, New Marlborough, to Mark Cocchiola, \$179,000.

Travis M. Leonard sold property at 56 Hatchery Road, New Marlborough, to Korey Leonard and Hannah Herrick, \$205,000.

Douglas A. Rogers Jr. sold property at 965 Mill River Great Barrington Road, New Marlborough, to New Marlborough Cottage LLC, \$130,000.

HLP Realty Holdings LLC sold property at New Marlboro-Southfield Road, New Marlborough, to Rita Marie Hennessey and Sean J. Palmer, \$123,000.

North Adams

Lynne Boyer-Keefe, Michele Boyer-Vivori, and Glenn, David, Melissa, and Matthew Boyer sold property at 144 Chantilly Ave., North Adams, to Christopher Mowe and Sherri McGill, \$315,000.

Robert J. Benjamin sold property at 149 Ashton Ave., North Adams, to Jonathan T. Boucher, \$185,000.

Donna Bernardi Briggs, personal rep. of Dennis Francis Bernardi, sold property at 173 Chantilly Ave., North Adams, to Abdulbasset Hatab, \$42,000.

Amanda Gunness sold property at 168 West Main St., North Adams, to Goran Kicic and Alica Zrelec-Kicic, \$195,000.

Banks and Ellsworth Investments LLC sold property at 371-375 West Main St., North Adams, to Michael A. and Amanda K. Banks, trustees of the Jam Properties RT, \$112,500.

Banks and Ellsworth Investments LLC sold property at 126-128

Brooklyn St., North Adams, to Michael A. and Amanda K. Banks, trustees of the Jam Properties RT, \$112,500.

Donna Bernardi Briggs, personal rep. of Dennis Francis Bernardi, sold property at 176 Versailles Ave., North Adams, to Nimeshkumar and Bhumika Patel, \$375,000.

Diane M. Hart, trustee of the Diane M. Hart RVT, sold property at 58 Catherine St., North Adams, to Lawrence R. and Mary-Kay O'Brien, \$305,000.

Raul Treffy sold property at 184 Prospect St., North Adams, to Jose Perez, \$35,000.

Krista and Heather Duplantis sold property at 68 Cleveland St., North Adams, to Karen S. Fairs, \$159,900.

Chad F. and Bret T. Thompson sold property at Maple Street, North Adams, to V. Peter and Dawn Vadnais, \$9,500.

Mikayel Balyan sold property at 30 Charles St., North Adams, to Capitaland Property Revitalization LLC, \$40,000.

Stephen Charles Hoegner, trustee of 22-26 Jackson Street NT, sold property at 22-26 Jackson St., North Adams, to John Hogan, \$245,500.

Barry R.G. and Nancy L. Garton sold property at 437 West Main St., North Adams, to Wish Tree LLC, \$253,500.

Anna C. Farrington sold property at 47-49 Eagle St., North Adams, to Pamela Hersch Gonzalez and Martha Janelle Browning, \$269,000.

Joseph and Angelo Russotto sold property at 297 Walnut St., North Adams, to Jean Claude Junior Renaud and Monette Valliere, \$145,000.

Brendan W. Longe sold property at 22-24 School St., North Adams, to Erica and Raymond Blackstead, \$257,000.

PennyMac Loan Services LLC sold property at 71 Cady St., North Adams, to Meghan Gleason, \$113,500.

Theroux Properties LLC sold property at 314-316 State Road, North Adams, to Jeremia Ramos, \$305,000.

OTIS

Francis R. Mainello sold property at 21 New Hollywood Boulevard, Otis, to Joshua S. Brassell and Dawn Poccia, \$30,000.

Tammie L. and Jay R. Larsen II sold property at New Hollywood Boulevard, Otis, to Joshua Brassell and Dawn Poccia, \$18,000.

Carol Anne Blakeslee and Dorathea D'Elia sold property at 106 Leonard Road, Otis, to Christopher and Margaret Janes, \$670,000.

Thomas R. and Barbara F. Smith sold property at Route 8, Otis, to Alan D. and Claudia J. Sheketoff, \$75,000.

Gail McClelland Fenton sold property at West Center Road, Otis, to Arkady Belozovsky and Alona Udovenko, \$20,000.

Mac H. and Gail Fenton, trustees, Gail McClelland Fenton Trust — 2016, sold property at West Center Road, Otis, to Arkady Belozovsky and Alona Udovenko, \$30,000.

Lawrence and Sylviane Gold Simonberg sold property at 84 Gibbs Road, Otis, to Matthew and Suzanne R. Avery, \$125,000.

William E. O'Brien sold property

TRANSACTIONS, Page 17

Transactions

FROM PAGE 16
at 165 Gibbs Road, Otis, to John David and Brittany Marie McKeon Robitaille, \$375,000.
Laurie J. Puiia, personal rep. of the Estate of Ernest Semke Hood Sr., sold property at 352 Monterey Road, Otis, to Mary T. Nagy, \$360,000.
Ellen L. Millard, personal rep. of the Estate of Michael Deep, sold property at Algerie Road, Otis, to William J. Hyland, \$15,000.
Andrew L. and Lynn P. Pyenson sold property at 119 South Main Road, Otis, to Eric B. Danforth and Megan J. McClure, \$305,000.

PITTSFIELD

Jesse G. Underwood-Miller and Jamie L. Amuso sold property at 69 Valentine Road, Pittsfield, to Ian N. Trancynger and Rebecca G.

Barrow, \$352,000.
Joseph P. and Alice L. Archey sold property at 138 East New Lenox Road, Pittsfield, to John D. and Karen A. Kuhn, \$402,000.
Gordon A. and Barbara A. Isenhardt sold property at 34 Huron St., Pittsfield, to Robert D. Ohman, \$279,000.
Residences at Fourth Street LLC sold property at 24-46 Fourth St., Pittsfield, to Fourth Berkshire Capital LLC, \$965,000.
Gary C. and Deborah L. Holden sold property at 11-13 Third St., Pittsfield, to Jeffrey Diaz, \$179,500.
Vincent Beraldi sold property at 424 Elm St., Pittsfield, to Melanie Beth Roucoulet, \$285,000.
Daniel C. Righi sold property at 4 Onota Lane, Pittsfield, to David P. and Melissa A. Brites, \$170,000.
202 Dewey St. LLC sold property

at 202 Dewey Ave., Pittsfield, to Rare LLC, \$360,000.
Rosalie W. and James S. Adamson III, trustees, Adamson Systems NRT, sold property at 53 Westminster St., Pittsfield, to Amalia and Domenico Digirolamo, \$90,000.
David E. and Jane M. Pfeiffer sold property at 22 Harding St., Pittsfield, to Jill M. and Dante J. Spratling, \$240,000.
Glen M. Boden, personal rep. of the Estate of Barbara Jean Boden, sold property at 40 Weathly Ave., Pittsfield, to Luis D. and Altagracia M. Toro, \$305,000.
Todd M. Driscoll sold property at Churchill Street, Pittsfield, to Dillon A. Crea, \$1,000.
Richard Presutti, personal rep. of the Estate of Robert Leonard Presutti Sr., sold property at 611 Fenn St., Pittsfield, to Lige Realty LLC, \$97,000.
Renau Construction Company

Inc. sold property at 561 Dalton Ave. and off Dalton Avenue, Pittsfield, to Shaker Mountain Properties LLC, \$250,000.
Kevin G. Mitts, trustee, Kathleen T. Coles RVT, sold property at 17 Emerson Ave., Pittsfield, to Jeanmarie Milne and William Scott Dinan, \$300,000.
Fاليا Thiede sold property at 1 Manchester Ave., Pittsfield, to Melissa Ewing and Martin Tudryn, \$180,000.
Links LLC sold property at 144-146 Mill St., Pittsfield, to Smegal Holdings LLC, \$145,000.
U.S. Bank Trust NA, trustee, and Cross Development Berkshires LLC sold property at 56 Weller Ave., Pittsfield, to Great Lake Funding I Trust, \$161,150.
Susan E. Palmgren, Mark G. Burno and Tracy A. Cole sold property at 144 Mountain Drive, Pittsfield, to Matthew S. Burno, \$270,000.

Sherwood Guernsey, trustee, MKM NT, sold property at 69 East Housatonic St., Pittsfield, to John Eric and Jamie Volkmer, \$285,000.
Nancy E. Rodda sold property at 1450 North St., Pittsfield, to Mark N. and Michele J. Fegley, trustees, Fegley Trust, \$234,500.
Richard D. Perera Jr. and Rosemary L. Perera sold property at 219 South Mountain Road, Pittsfield, to Eliza Lindberg, \$279,900.
Thomas A. and Ardell J. Arsenault sold property at 172 First St., Pittsfield, to Marines Fatima Dos Reis, \$189,000.
Otto J. Runte sold property at 39 Quirico Drive, Pittsfield, to Michael McNeil, \$186,000.
Colleen M. and Mary K. Farley, trustees, George T. Farley & Carolyn M. Farley RVT, sold property at 1864 East St., Pittsfield, to

TRANSACTIONS, Page 18

Local Business

Resource Directory





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Transactions

FROM PAGE 17

Ruben R. and Magali Hernandez, \$285,000.

William O. and Laurie A. Walto sold property at 52 Montgomery Ave., Pittsfield, to Kenneth Andrew Bellamy, \$189,900.

Charles M. and Bonnie L. Fuller, trustees, Fuller Family 2022 Trust, sold property at 70 Whittier Ave., Pittsfield, to Godfrey E. Thorpe and Ashley C. Mazzer, \$320,000.

Jeffrey and Sherri Black sold property at 533 South St., Pittsfield, to Min Min Naing, \$270,000.

Duta Real Estate LLC sold property at 93 Lenox Ave., Pittsfield, to Victor Alberto Diaz, \$250,000.

Lena C. Collins and Michael J. Collins Sr., trustees, 1300-1302 East Street RT, sold property at 1300-1302 East St., Pittsfield, to Gianokakis LLC, \$220,000.

Lipton Realty Corp. sold property at 30 Gamwell Ave., Pittsfield, to 30 Gamwell Avenue Realty LLC, \$250,000.

Cynthia S. Dow, trustee, DOW Family 2022 Trust, sold property at 18 Cooper Parkway, Pittsfield, to Guidewire Inc., \$420,590.

Janell M. Lafleche sold property at 15 Arch St., Pittsfield, to Robert D. Paterson Jr., \$180,000.

Corey M. Cousino sold property at 45 Thomson Place, Pittsfield, to Cameron and Luis Ramirez, \$322,500.

Central Berkshire Habitat for Humanity Inc. sold property at 56 Gordon St., Pittsfield, to Jose Javier Anaya Perez and Diane C. Gomez Gamboa, \$187,500.

Jenna L. Revord sold property at

420 Dalton Ave., Pittsfield, to Andres D. Moral and Elizabeth Minna Weisberger, \$241,000.

Anne Marie O'Brien, personal rep. of the Estate of Patricia H. O'Brien, sold property at 34 Marlboro Drive, Pittsfield, to Daniel O'Brien, \$330,000.

Simon C. Roosevelt, personal rep. of the Estate of Laura Alexander, and Simon C. Roosevelt, trustee, Laura L.L. Alexander RVT, sold property at 35 Paisley Terrace, Pittsfield, to Katherine E. Brennan, \$371,250.

Andrea F. Nuciforo Jr. sold property at 985 West St., Pittsfield, to Ramon Tourgeman, \$485,000.

Nancy W. Ringer sold property at 14-16 Marcella Ave., Pittsfield, to Joyceline N. Affou and Paulina Tayi, \$325,000.

Christine G. Crocker sold property at 10 Franklin St., Pittsfield, to Marcia Fields Kasuba, \$272,000.

Gregory E. Race sold property at 18 Broad St., Pittsfield, to Katia L. Portillo, \$220,000.

C&P Realty LLC sold property at 63 Third St., Pittsfield, to Brandon P. Colombari and Kayla R. Pravia, \$150,000.

Kirk E. Stanaway sold property at 45 Garden St., Pittsfield, to Christian B. Kennedy, \$215,000.

Cynthia L. Slocik sold property at Dan Casey Memorial Drive, Pittsfield, to Brendan A. Sullivan, \$35,000.

Lynne M. Witter, trustee, Deming Street NT, sold property at 323-325 South St., Pittsfield, to Donald E. Sweeney, \$120,000.

Gary J. Socha and Susan A. Fitzpatrick sold property at 27 Paul Ave. and Ring Street, Pittsfield, to Stanley A. and Ruth L. Greenleaf,

\$240,000.

Michael J. and Donna M. Albano, trustees, Michael J. Albano RVT of 2009 and Donna Albano RVT of 2009, sold property at 76 Glory Drive, Pittsfield, to Leonard W. and Diane Light, \$599,000.

Kaitlyn M. Walton sold property at 75 Commonwealth Ave., Pittsfield, to Patrice N. Mensah, \$315,000.

Lisa Kerekes sold property at 168-170 Appleton Ave., Pittsfield, to Appleton Ave. LLC, \$388,000.

Katherine K. Grubbs sold property at 457 Williams St., Pittsfield, to John A. and Michele Gottung, \$360,000.

Vulcania-11 LLC sold property at 18-20 Crosby Place, Pittsfield, to William A. and Angie R. Aragon, \$275,600.

Tina M. Schettini sold property at 72-74 Stratford Ave., Pittsfield, to Kouassi Emile Koffi, \$358,000.

Samantha B. and Sheri L. Quinn sold property at 49 Hollister St., Pittsfield, to Darlene C. Berryman, \$274,900.

Sling LLC sold property at 21 George St., Pittsfield, to Jimmy and Jennifer Tran, \$213,530.

Patricia L. Bassett sold property at 81 Dartmouth St., Pittsfield, to James J. Aldam, \$174,900.

KeyBank N.A. and Jennifer M. Little sold property at 69 Perrine Ave., Pittsfield, to Harold Dupee, \$161,100.

Adams Community Bank and Sierra J. Messer sold property at 226 Lenox Ave., Pittsfield, to 3 Greeks LLC, \$120,000.

U.S. Bank Trust NA and Cross Development Berkshires LLC sold property at 11-13 Francis Ave. and 270-272 West St., Pittsfield,

to Great Lake Funding I Trust, \$417,525.

Berkshire Bank and Frank L. Spina sold property at 55 Cadwell Road, Pittsfield, to Norman McClintock, \$175,000.

U.S. Bank Trust N.A, trustee, Great Lake Funding I Trust, and Cross Development Berkshires LLC sold property at 61-63 Circular Ave. and Dewey Avenue, Pittsfield, to Great Lake Funding I Trust, \$238,795.

U.S. Bank Trust N.A, trustee, Great Lake Funding I Trust, and Cross Development Berkshires LLC sold property at 102-104 Robbins Ave., Pittsfield, to Great Lake Funding I Trust, \$142,837.50.

U.S. Bank Trust N.A, trustee, Great Lake Funding I Trust, and Cross Development Berkshires LLC sold property at 8-10 Daniels Ave., Pittsfield, to Great Lake Funding I Trust, \$160,417.50.

Gregory E. Race sold property at 88 Daniels Ave., Pittsfield, to Jackie Rosario, \$189,900.

Jhon Prey Hernandez Melchor and Nancy Eucaris Gomez Ramirez sold property at 81-83 Wellington Ave., Pittsfield, to Nagora Properties LLC, \$110,000.

Ronald W. Mercier Jr. sold property at 11 Pleasure Ave., Pittsfield, to Diogo Henrique Soares Torres, \$265,000.

Jesse Michael Prescott sold property at 51 Pomeroy Ave., Pittsfield, to Apratim Sanyal, \$350,000.

Elisabeth C. Ahart, personal rep. of the Estate of Elaine M. Mozden, sold property at 23 Baldwin Ave., Pittsfield, to David L. Dickhaus, \$215,000.

Robert E. Pollack, Jeffrey P. Pollack and Karen L. Abate sold property

at 38 Marco Drive, Pittsfield, to Austin Richardson, \$245,000.

Secretary of Veterans Affairs sold property at 162 Madison Ave., Pittsfield, to Robs Estate LLC, \$63,000.

Brian and Selda Carter sold property at 72 Wealthy Ave., Pittsfield, to John A. Demastrie, \$310,000.

Degiorgis Enterprises LLC sold property at 28-30 Henry Ave., Pittsfield, to Paul M. Hashim, \$200,000.

Donna J. Boschetti and Mark S. Lester, trustees, Patricia A. Lester RVT, sold property at 47 Elberon Ave., Pittsfield, to Mark S. Lester, \$225,000.

Patricia L., Mary Jane, Carol A., and H. Matthew Zulloto sold property at 15 Britton St., Pittsfield, to Renato Gamboa and Jastine Kate Ybiernas Somostrada, \$190,000.

John A. Demastrie sold property at 37 Greenings Ave., Pittsfield, to Jianchao Gao, \$410,000.

BDC Enterprises LLC sold property at 289 Dalton Ave., Pittsfield, to Berkshire Humane Society Inc., \$525,000.

Jhon Prey Hernandez Melchor and Nancy Eucaris Gomez Ramirez sold property at 33-35 Root Place, Pittsfield, to Nagora Properties LLC, \$125,000.

Jeremiah and Christa Ames sold property at 198 Union St., Pittsfield, to Duta Real Estate LLC, \$170,000.

Joyce E. Kellar, trustee, Joyce E. Kellar RVT, sold property at 28 Dorchester Ave., Pittsfield, to Juan A. Barahona and Ana Leticia Hernandez, \$252,000.

Jason Donaldson, trustee, Coalie RT, sold property at 65-67

TRANSACTIONS, Page 19



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Transactions

FROM PAGE 18

Dalton Ave., Pittsfield, to Magdalena De Jesus Larios De Bonilla, \$200,000.

RICHMOND

Richard and Shannon McMahon Lichte sold property at 105 Yokun Road, Richmond, to Ellen Boylan and Andrew Dennis White, \$475,000.

Michael A. Shershanovich sold property at 29 Chestnut Road, Richmond, to Elias A. Haidar, \$217,400.

Andrew A. and Karel A. Fisher sold property at 494 Dean Hill Road, Richmond, to Charles G. St. John, trustee, Charles G. St. John RVT, \$865,000.

Steven J. Vosburgh, trustee, Vossburgh FNT, sold property at 22 Meadow View Lane, Richmond, to Grace Ellrodt and Lachlan Tobiason, \$497,500.

Aaron R. Hill and Cara E. D'Amico sold property at 361 Lenox Road, Richmond, to Shari Cohen, \$585,000.

SANDISFIELD

Estate of James A. Ezequelle and Kimberly A. Eisenlohr sold property at Sandisfield Road, Sandisfield, to Joseph and Lina Racicot, \$85,000.

Seth A. Kershner sold property at 212 Sandisfield Road, Sandisfield, to Richard J. Mathisen and Lisa Marie Beane, \$325,000.

Roy M. Lattin, Jon P. Lattin and Patricia Lee Lattin sold property at 38 West St., Sandisfield, to Leslie Harrison, \$45,000.

Gene Mastro and Jacqueline Mas-

tro sold property at 185 Tamarack Trail, Sandisfield, to Thomas J. and Carolyn A. Belanger, \$45,000.

SAVOY

William R. and Karen S. Fairs sold property at 537 Main Road, Savoy, to Scott T. and Christie Boyles, \$259,000.

Ellies Holdings LLC sold property at 4 Griffin Hill Road, Savoy, to Adam McCusker, \$80,000.

SHEFFIELD

Jessica Winn, personal rep. of Estate of Raymond A. Winn, sold property at 11-25 Maple Ave., Sheffield, to Stern Mountain LLC, \$355,000.

HLP Realty Holdings LLC sold property at 206 East Main St., Sheffield, to Javier Romero, trustee of Javier Romero 2023 Revocable Trust Agreement, \$351,250.

Stephen A. Feldman and Jill S. Straus sold property at 24 Cactus St., Sheffield, to Jennifer Laemmel, \$499,000.

Janine Wiehl sold property at 524 Hewins St., Sheffield, to Lisa Jane Hart, \$665,000.

Janine Wiehl sold property at Hewins Street, Sheffield, to Paul Wiehl, \$45,000.

Gregory R. Govey sold property at 206 Root Lane, Sheffield, to Logan Olivia Rathbun and Samuel Thomas Hess, \$312,000.

David Lloyd Smith and Lucinda Ross Smith sold property at O Alum Hill Road, Sheffield, to Dylan H. Blackwell and Lauren I. Scanlon, \$65,000.

STOCKBRIDGE

Pamela Goldman, personal rep. of the Estate of Betty Ritter, sold property at 15 Lake Drive, Stock-

bridge, to Douglas and Kelly A. Kleppin, \$132,000.

Henderson Homestead LLC sold property at 39 Main St., Stockbridge, to Fraser Properties LLC, \$1,200,000.

Margaret H. Marshall, trustee, Margaret H. Marshall RVT, sold property at 72 Interlaken Road, Stockbridge, to Marc Baylin and Pauline Imberman, \$495,000.

Thomas and Ann Morley-Wool sold property at 35 Church St., Stockbridge, to HLP Realty Holdings LLC, \$400,000.

40 Main LLC sold property at 40 Main St., Stockbridge, to Pree On Main LLC, \$1,400,000.

Patricia Edwina Flinn, trustee, Patricia Edwina Flinn RVT, sold property at 27 Park St., Stockbridge, to John Wisniewski, \$505,000.

Robert Denny Alsop sold property at Ice Glen Road, Stockbridge, to Stockbridge Boulder Farm LLC, \$137,500.

George Rufo III sold property at 5A North Church St., Stockbridge, to Michael Christopher, \$140,000.

WASHINGTON

Karen M. Cimini sold property at 679 Lovers Lane Road, Washington, to Desiree I. Reese, \$340,000.

Barbara Georgetti sold property at 349 North Washington Road, Washington, to Paul Saldana, \$148,000.

WEST STOCKBRIDGE

Francisco Rodriguez sold property at O Pixley Hill Road, West Stockbridge, to Scott G. Bevan and Russell Ricard, \$235,000.

Curt G. Wilton, trustee of Nolan Family Irrevocable Trust, sold property at 28 Oak St., West Stockbridge, to Brian Dunn Jr. and

Marjorie Dunn, \$420,000.

Michael Sturgis and Jennifer Sturgis sold property at 123 State Line Road, West Stockbridge, to John A. Kelley and Brittany N. Blakeman, \$240,000.

Stanley B. Gibson and W. Charles Gibson, trustees of Birch Hill Realty Trust, sold property at 33 Birch Hill Road, West Stockbridge, to David A. Vogel and Julie A. Vogel, \$50,000.

WILLIAMSTOWN

Shiela K. and Joseph V. Boni sold property at 102 White Oaks Road, Williamstown, to Carol A. Hulley, \$300,000.

Shira L. Wohlberg sold property at 31 Church St., Williamstown, to Alexander W. Corey and Ashley N. Bell, \$390,000.

160 Water LLC sold property at 160 Water St., Unit 215, Williamstown, to Robert W. Freiman, trustee of the Robert W. Freiman RVT, \$525,000.

Elizabeth Ingrassia sold property at 25 Thistle Path, Unit 25, Williamstown, to Patrice Ingrassia, trustee of the Patrice Ingrassia RVT, \$160,000.

Frank R. Scalise, trustee of the Scalise Family NT, sold property at 265 Luce Road, Williamstown, to Alexander R. Rebelo and Hayden N. Gillooly, \$225,000.

Ellen Millard, trustee of Deep Realty Trust XVII, sold property at 47 New Ashford Road, Williamstown, to Ronan Christopher Murphy, \$281,000.

160 Water LLC sold property at 160 Water St., Unit 108, Williamstown, to Julia Susan Cellana, \$155,000.

Michael L. and Patricia R. Swartz

sold property at 84 Benlise Drive, Williamstown, to Kristin A. and Thomas J. Verdell Jr., \$550,000.

Luke D. and Maureen F. Burns sold property at 115 Purple Mountain Pass, Williamstown, to Bruce A. Johnson and Tara A. Urette, \$2,300,000.

Waubeeke Land LLC sold property at 137 New Ashford Road, New Ashford Road and Old Mill Road, Williamstown, to Waubeeke Partners LLC, \$1,153,000.

Terence Fergus and Raymonde St. John Burke sold property at 129 South Hemlock Lane, Williamstown, to Francis G. Sabellico and Robin C. Sabellico, \$295,500.

Bradley C. Wells and Elizabeth D. Burris sold property at 64 Southworth St., Williamstown, to Gregory P. Howard and Anna G. Moriarty Lev, \$660,000.

John A. Montgomery and Lynn M. Hewitt, trustees of the Montgomery FT, sold property at 177 White Oaks Road, Williamstown, to Hailey Ann Boulger and Dakota Trenton Moser, \$214,000.

WINDSOR

Noah Crispi sold property at 105 High Street Hill Road, Windsor, to Roger N. Gaylord Jr. and Bethany J. Demarco-Gaylord, \$460,000.

FT — Family Trust
LLC — Limited Partnership
LT — Life Trust
NT — Nominee Trust
RET — Real Estate Trust
RT — Realty Trust
RVT — Revocable Trust

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