

Report to the Community 2025

Membership Year 2025 (MY25): October 1, 2024 - September 30, 2025

girl scouts 
of northeastern
new york





A Letter from the Board Chair & Chief Executive Officer

Dear Girl Scouts of Northeastern New York Members and Supporters,

As the Founder of Girl Scouts, Juliette Gordon Low, once said, imagining ourselves in another’s place helps us “love among others happily,” a sentiment that feels especially relevant today. At Girl Scouts of Northeastern New York, we continue to implement the strategic plan that we designed – together – and strive each day to make Girl Scouting accessible to every girl in our 15-county footprint, from the top of the Hudson Valley to the high peaks of the Adirondacks.

In MY25, Girl and Adult membership is held steady, but we experienced a decline in New Girl membership for the third year in a row. Friends, we foresee the future of Girl Scouting looking much differently than it does today, and we are preparing to rise to the challenge of meeting girls and their families where they are.

Right now, we are clearing the path to make room for different ways of offering Girl Scouting. We are testing alternative formats for providing programming that aligns with modern family life. We acknowledge that we must diversify from our volunteer-led troop model and we excited about the possibilities!

On the following pages, we hope you enjoy reading about the highlights from MY25 – there were many! Some strategic modifications to the cookie program resulted in happier volunteers, greater girl participation, and higher revenue for troops and Council. Our camp properties continued to thrive and received some major upgrades, thanks to the generous support of the *Place to Promise* capital campaign.

Thank you for your dedication, your partnership, and your belief in our mission. Together, we are building courage, confidence, and character in the next generation—and ensuring that Girl Scouts remains a place where all members can belong and thrive.

Yours in Girl Scouting,

Brenda Episcopo, Chief Executive Officer
Deb Privott, Ph.D., Board Chair





Governance

Board of Directors *Executive Committee*

Board Chair
Deb Privott, Ph.D.

Second Vice Chair
Chandler M. Ralph

Treasurer
Jillian Gale, CPA

Secretary
Selica Grant, Esq.

Members At Large

Victoria Zinser Duley

Katie Fontaine

Kasey Kirk

Catherine Lewis

Freya Mercer

Kristen Navarette, MD, MPH

Jamie Peluso

Col. Jean-Paul Plamondon

Kathryn Rose

Dominique Wheeler

Girl Member

At Large

Ellen G.

In MY25, 54% of Service Units had elected Council delegates to represent them; a decrease of 4% from last year. Elected delegates gathered with the Board of Directors for the Annual Meeting in March 2025. The Annual Meeting was held in conjunction with a Strategic Planning retreat, where board members and delegates engaged in sessions on a variety of topics, to ensure member voice informs our Council's future plans.

Adults and girls 14 years old and older may serve as national or service unit delegates or alternates. Service Unit Delegates are responsible for being the voice of their Service Unit to and from the Board of Directors primarily at the Annual Meeting of the Members and other delegate meetings. National Council Delegates represent Girl Scouts of Northeastern New York to and from the National Board of Girl Scouts.



Board Committees: Leadership

Audit Committee: Kathryn Rose

DEI Task Force: Dominique Wheeler & Katherine Nadeau

Executive Committee: Deb Privott

Finance Committee: Jillian Gale

Philanthropy Committee: Jamie Peluso

Properties Committee: Paula Bianchi

Nominating & Board Development: Chandler Ralph





Leadership & 2026-2028 Strategic Plan

VISION

A world in which girls are confident, understand their worth, and have the skills to thrive.

MISSION

Build girls of courage, confidence, and character, who make the world a better place.

GSNENY Strategic Plan MY26-28, approved September 2025

Increase Diversity in Girl Scouting

Recruit and support more Black and Hispanic girls & families. Adapt programs and toolkits to reflect diverse cultures and interests.
Build inclusive, family-centered experiences.
Outcomes: More diverse membership, stronger family engagement, and long-term growth.

Expand Ways to Experience Girl Scouting

Simplify volunteer pathways with flexible, micro-trainings and easier to access resources.
Launch new program models through partners and pilot models.
Relocate to a welcoming, girl-centered headquarters.
Outcomes: High volunteer satisfaction, expanded participation options, and stronger membership growth/retention.

Strengthen and Clarify Our Value Proposition

Align with GSUSA's refreshed brand and messaging.
Showcase GSNENY girls through media and storytelling.
Use targeted marketing and lead-tracking to grow membership and donors.
Outcomes: The public sees Girl Scouts as essential for preparing girls to be life-ready — for today and tomorrow.

Ensure Financial Stability for a Strong Council

Engage mid-level donors in our capital campaign, *Place to Promise*.
Expand alumni outreach and cultivation.
Steward our property portfolio for long-term sustainability.
Outcomes: A strong financial foundation to support programs, properties, and future growth.

COUNCIL LEADERSHIP

Chief Executive Officer
Brenda Episcopo

Vice President of Finance & Operations
Denise Williams

Vice President of Council Growth & Community Engagement
Renee Isgro Kelly





Membership & Volunteer Services





Membership & Volunteer Services

Recruitment & Membership Report

GSNENY, like councils across the country, continued to experience a decline in new girl membership. MY25 was the third consecutive year of decreased recruitment, a trend reflected nationwide as families' needs and expectations evolve. Growing our pipeline of future Girl Scouts remains essential, and our organization has made significant national and local investments to better understand today's families, the interests of girls, and the ways communities prefer to engage.

Piloting New Recruitment Models

In August 2024, GSNENY launched a pilot to reimagine how we recruit new Girl Scouts. The goal was to increase lead generation by significantly expanding our presence in communities. To support this work, we introduced part-time, seasonal "gig-style" staff to help host and attend events and connect with families.

While this recruitment model proved successful in other councils, GSNENY encountered operational challenges, which we have shared with sister councils to help strengthen efforts across the Movement. These insights continue to guide our work toward more effective and sustainable recruitment strategies.





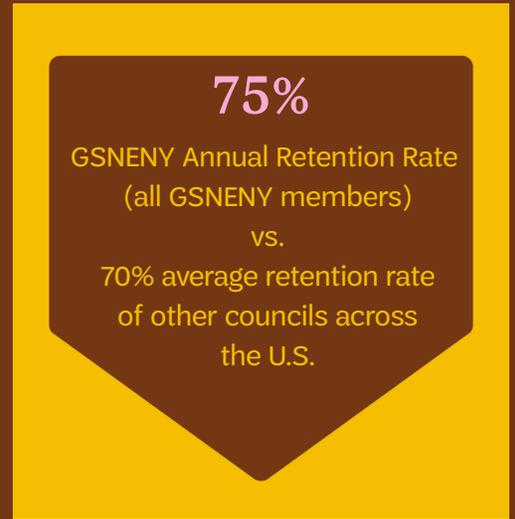
Membership & Volunteer Services

Adapting to a Changing Volunteer Landscape

With volunteerism continuing to decline nationally, our traditional model—which relies heavily on volunteers serving in key leadership roles—faces challenges. The GSNENY strategic plan aligns with the Girl Scout Movement’s Vision 2030 initiative, aimed at creating a more flexible, accessible, and financially sustainable experience to support future growth.

Exploring New Pathways for Girls

Looking ahead to MY26, GSNENY will begin exploring additional pathways for girls to experience Girl Scouts when the traditional troop model is not available or not the right fit. This work is essential to ensuring that every girl who wants to be a Girl Scout can find a place in our Movement—whether through troops, short-term programs, community-based experiences, or innovative new formats.

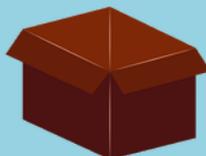


New Girl Scout Experience Box Added

The Girl Scout Experience Box is a complimentary supply box that includes step-by-step instructions, ready-to-go supplies, and thoughtful script of suggestions for activities that can be completed during a troop meeting. It was developed by GSUSA to help new volunteers navigate their early days as troop leaders. Modeled after other subscription services, the box is shipped directly to troop leaders - but at no cost to them.

The first Girl Scout Experience Box launched in 2024 for new leaders of first-year Girl Scout Daisy troops (K-1). Twenty-two troops in our council participated during the first year.

In MY25, GSUSA added a Brownie Experience Box, aligned with the Brownie First-year Troop Plan (grades 2-3). Twenty-one GSNENY troops subscribed to the Brownie Box in MY25, while 56 subscribed to the Daisy Box in year two; more than double the number of troops that subscribed the first year.





Membership & Volunteer Services

MY25 BY THE NUMBERS



67

new troops



55

adult members participated in
Outdoor Education Weekend

RECORD HIGH!

5,269

Rallyhood members,
all-in-one platform for Girl Scout
collaboration and communication.
Each troop has its own rally. Single
purpose rallies are highly
successful too, such as those for
individual weeks of camp.



Trainings

100

NEW leaders participated in
New Leader Training
(2x as many as MY24)

30

volunteers participated in
Outdoor Skills Training



136

RETURNING leaders
participated in
a Troop Leader Training
refresher





Property Stewardship & Capital Improvements



Grandpa Paul's Pavilion

An unexpected gift from an anonymous donor funded a new pavilion on the Camp Is-Sho-Da Playfield, providing much needed shelter from the hot sun and seasonal thunderstorms. Built just in time for the 2025 camp season, this space immediately became a popular gathering spot for campers and staff. Grandpa Paul's Pavilion is one of several projects included in Council's Long-Range Property Plan, funded through the generous support of donors to *Place to Promise*, the GSNENY capital campaign. We are Girl Scout Grateful to the donor and his family.



Property Stewardship & Capital Improvements

A Year of Progress Across Council Properties

This year marked another strong chapter in our ongoing commitment to maintaining and improving GSNENY’s five camp properties. Alongside the essential, everyday work of opening and closing camps, completing routine maintenance, and addressing unexpected repairs, we proudly accomplished several meaningful enhancements that strengthen the Girl Scout experience for years to come.



While no major capital projects were needed this year, Camp Woodhaven (Saratoga County) and Camp Meadowbrook (Warren County), remain favorite sites for troop meetings and outdoor gatherings, with both properties continuing to experience steady and enthusiastic use. Our forest management plan continues to advance at Camp Woodhaven.

Camp Is-Sho-Da (Rensselaer County)

Continued updates to Hilltop Lodge included the installation of an attractive and sturdy laminate flooring and a new leach for the septic system, replacing a failed system discovered last fall.



Summer camp is offered annually at Camp Is-Sho-Da (day camp), Hidden Lake Camp (day and overnight camp), and Lake Clear Camp (day and overnight camp). All three summer camps, as well as Camp Meadowbrook and Camp Woodhaven, are available for rent by Girl Scout members and non-members (general public), year-round, with the exception of Camp Woodhaven and Lake Clear Camp (near Saranac Lake) which closes for the winter.





Property Stewardship & Capital Improvements

Hidden Lake Camp (Warren County)

Generous support of the *Place to Promise* capital campaign unlocked funding for long-overdue renovations on two beloved buildings—Winter Lodge and Totem. These improvements will modernize key spaces and are expected to be completed by spring 2026. In addition, a major milestone for Hidden Lake Camp was the arrival of high-speed internet service to the main camp area after years of waiting for utility infrastructure expansion along Route 9 in Lake George. This upgrade has already improved daily operations, enhanced rental appeal, and most importantly, strengthened our safety and emergency-response capabilities.



Lake Clear Camp (Franklin County)

Lake Clear Camp continues to thrive as both a summer camp and a popular destination for school groups, weddings, and outdoor-focused rentals. This year, the property saw several important upgrades:

- A renovated Infirmary with a new bathroom
- Two new dock sections
- Major repairs to the last unstable section of the access road, completed in partnership with the DEC and supported by a Franklin County grant

With improved road stability—including new stone base, culverts, cleared ditches, and brush removal—we've ensured safer, more reliable access to camp, which is essential to its long-term viability.





Communications & Community Engagement

This year, we significantly expanded the reach and effectiveness of our council communications. By sending GS Express to all Girl Scout followers in our database, we nearly tripled our audience compared to last year. Over the summer, we transitioned GS Express to a bi-weekly schedule, allowing us to introduce more targeted email communications during the off weeks to better meet the needs and interests of our members.

Our social media presence also grew across all platforms. With a larger and more engaged online community, we are now positioned to deliver more dynamic content focused on connection, engagement, and recruitment. These efforts strengthen our ability to share stories, celebrate achievements, and welcome new families into the Girl Scout Movement.



7,632 followers



1,637 followers



720 followers



13,561

unique individuals who receive GS Express each week

36,199

annual unique visitors to the GSNENY website girlscoutsny.org



Customer Care

The Frontline of Member Support

The GSNENY Customer Care team is the first stop for phone calls, emails, and walk-ins at our three service centers (Albany, Queensbury, and Plattsburgh). This team of four handles member requests ranging from registration renewal to property rental to requests for financial assistance - and everything in between. Members of this team strive to serve our members with only one touch and with the fastest turnaround time possible.

365 applications

processed for financial assistance for Girl membership, camp, and program fees

11,600 cases

received through the main Council queue in MY25

3.36 hours

average resolution time for 91% of cases

54% of cases

handled with one-touch (Customer Care alone, without being transferred to another department)





Product Program Cookies

MY25
Cookie mascot:
Giant Panda

In MY25 we switched from a traditional “Initial Order” sale to a Direct/Hybrid sale where troop leaders order cookies up front, so there is only a little less than two weeks of “pre-ordering.” For the majority of the sale, Girl Scouts have cookies in-hand. This tightened up and shortened the during at the sale and reduced volunteer fatigue while unlocking an additional week of booth sale opportunities. For the most part, this was well-received by volunteers and helped us achieve year-over-year growth. It also resulted in GSNENY being heralded as having one of the most successful cookie seasons in the country.



17,794

packages were donated through Gift of Caring, and were distributed through the American Red Cross and Operation Adopt a Soldier.



2,617

Girl Scouts earned Cookie Dough from their sales, which can be used toward membership, program, or summer camp fees.



\$801,994

was retained by troops to fund their activities, trips, and experiences

By the Numbers	MY24	MY25	+ / -
Net Sales \$	\$2,808,168	\$2,814,966	+ \$6,798
# Packages Sold	766,417	784,148	+ 17,731 packages
# Girls Selling	3,955	3,772	- 183 girls
Per Girl Boxes Sold Average	193	208	+ 15



4,025

the number of packages sold by GSNENY’s Top Seller, Quinn A.!

Top MY25 Rewards: The personalized #CookieBoss Letterman Jacket, the Shoe that Grows, the World Wildlife Federation Panda Adoption, and a “Choose your Own Adventure” troop reward.



Product Program Sweets & Treats

Embrace Possibility!

Fifteen Girl Scouts achieved at least \$1,200 in Sweets & Treats sales during GSNEENY's Fall Product Program, Sweets & Treats. These "top sellers" chose from the following rewards: of a black notebook, gel pens, and portable mat OR a \$45 gift card to the GSUSA online store.

	MY24	MY25	+ / -
Net Sales \$	\$269,120	\$244,839	- \$24,281
# Girls Selling	2,034	1,768	- 266
Per Girl Average Amount Sold	\$302.98	\$312.70	+ \$9.72



MY25
Sweets & Treats
mascot:
African Elephant



The Girl Scout Experience

We debuted our quarterly family programming series with **Flurries & Fireside Family Festival** in February 2025, with 68 participants who enjoyed sledding, snowshoeing, crafts, board games, and of course, roasting marshmallows over a warm campfire for s'mores!





Girl Scout Experience Programs



By the Numbers



1,247

Council program participants

166

Council programs delivered

788

Summer camp participants



Council-sponsored events offered by staff are designed to produce the following outcomes: Strong Sense of Self, Positive Values, Challenge Seeking, Healthy Relationships, and Community Problem Solving.

2,796

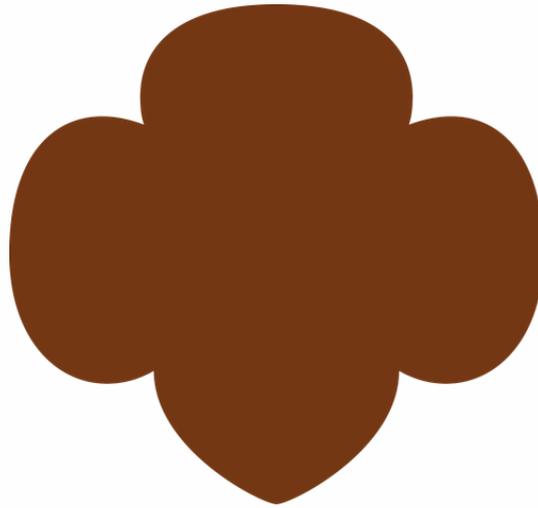
pounds of food collected and donated to the Food Pantries of the Capital Region at the conclusion of **Girls CAN Do.**

In January 2025, eight teams of Girl Scouts participated in this annual food drive/canned structure building contest, held each year at the Empire State Plaza, in partnership with Capital Region CANstruction. The teams hosted canned food drives in their local communities two months in advance of the January build, while also determining what their structure will represent, based on the year's theme.





Girl Scout Experience



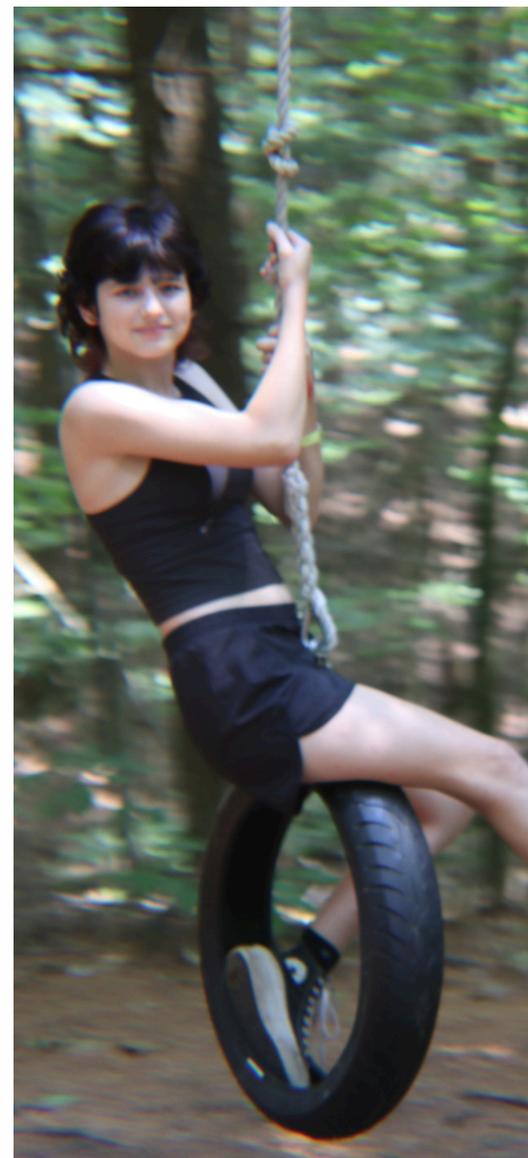


Girl Scout Experience Summer Camp



8

International staff from
U.K., Poland, Hungary,
Germany, and Spain.





The Girl Scout Experience Highest Awards

2025 Recipient of the Prestigious Gold Award Scholarship from GSUSA

Katie Shimick

Katie understood the need for more green spaces in the densely populated areas of Albany. Knowing a simple clean-up would not solve the issue she created a 501(c)(3) organization with a Board of Directors who will oversee the creation of multiple green spaces in Albany. The first green space location was dedicated in November 2024.

Highest Awards Earned By GSNENY Girl Scouts in 2025



15



57



117

2025 Honorary Gold Award Girl Scout
Dr. Yolanda Caldwell, Ed.D., ACC,
award-winning facilitator, certified coach,
and international speaker





Fund Development Events



COOKIE CUISINE



First Bite!
Guests sampled the new cookie, Exploremores™!

Alumni, donors, volunteers, and friends gathered at Valcour Brewing Co. in Plattsburgh for a fundraiser in support of the Council's programs and financial assistance fund that highlighted North Country businesses and their creative small plates inspired by iconic Girl Scout COOKIES! Guests received the first taste of the new Girl Scout cookie, Exploremores™, which was served with a signature cocktail featuring the same rocky road flavor profile of Exploremores.



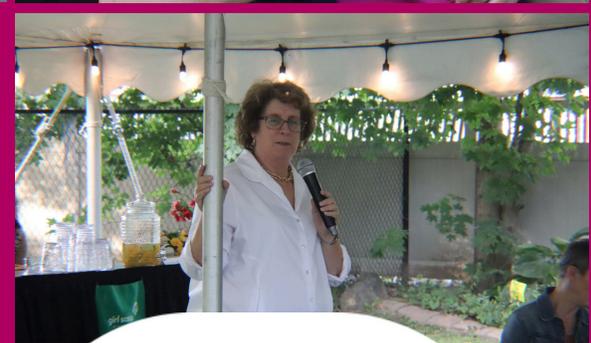
WINNER!

People's Choice





Fund Development Events



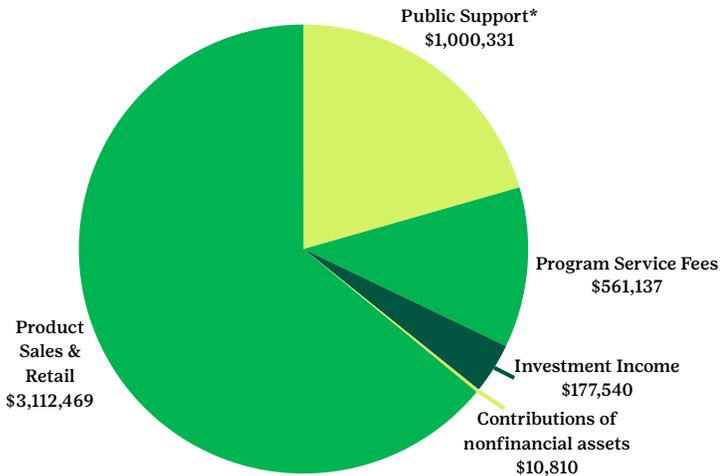
This festive summer gathering of Girl Scout alums was filled with meaningful connection and an exclusive opportunity to learn about ways to use our resources wisely — a core Girl Scout Value. Our special host shared smart insights for charitable giving and related valuable tax advantages.



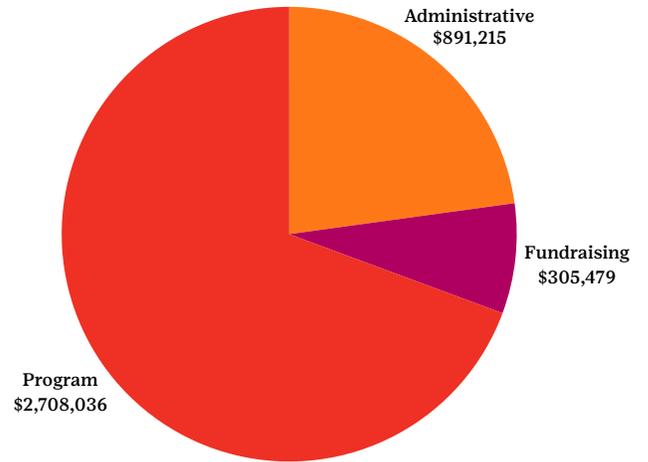


Fiscal Year 2025 Financials

Income



Expenses



MY25 Change in Net Assets from Operations: \$957,557

*Includes \$726,260.98 Employee Retention Tax Credit (ERTC) COVID-related funds.

Financial Assistance Awarded in Fiscal Year 2025

Type of Award	# of Awards	Total Awarded
Membership	534	\$20,747
Camp	55	\$15,774
Program	11	\$549



Honor Roll of Donors



Juliette Gordon Low Society

The Juliette Gordon Low Society recognizes those who have made provisions for Girl Scouts of Northeastern New York in their estate plans or through life income gifts.

Roberta Alexander
 Mary and Jim Buszuwski
 Alexandra De Grandpre
 Jennifer M.W. Demarco
 The Dianne Belk & Lawrence
 Calder Girl Scout Movement-
 wide Planned Giving Challenge
 The Erik and Eva Anderson Girl
 Scout Movement-wide
 Planned Giving Challenge

Brenda and Matt Episcopo
 Donna Rae Gelder Bigelow
 Marilyn Gillespie
 Kathleen Godfrey
 Susan Gustafson Byrnes
 Cindy Hess
 Craig Hilchey
 Lynn Hilchey
 Carol Hyde
 Sue and Robert Larsen

Alaina McCreary
 Jill Rafferty-Weinisch
 Chandler M. Ralph & David K. Aldrich
 Roo
 Sanford and Martha Searleman
 Joann Tiemann
 Valerie Trudeau
 Diane White
 Chancey Ann Young
 Anonymous (6)

Place to Promise Capital Campaign

With tremendous gratitude, we thank a special member of our Girl Scout community for his generous Lead Gift to the **Place to Promise** Capital Campaign.

Place to Promise is a special opportunity for donors to support GSNENY's Long-Range Property Plan, which includes repairs and updates to our well-loved camps and services centers. These cherished facilities are rare third-spaces for girls and truly integral to the Girl Scout Mission.

This transformative gift is about more than just bricks and mortar; its impact will provide our members with revamped camping adventures designed to cater to the fierce spirit of today's girls!



Trailblazer Society

Donors of \$50,000+

Anonymous



Honor Roll of Donors

Gold

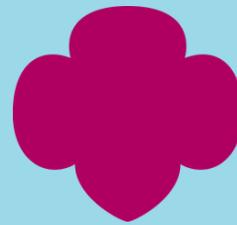
Donors of \$2,500+

- Stewart's Foundation
- GSUSA
- Nicole Kelton
- Donna Rae Gelder Bigelow
- Greene County Youth Bureau
- David S. & Janet R. Sheridan Foundation
- United Way of the Greater Capital Region - SEFA



Bequest

Alice J. Zuvers
Family Revocable Trust



Silver

Donors of \$1,000 to \$2,499.99

- Anonymous (2)
- United Way of the Adirondack Region
- Hannaford
- Franklin County Youth Bureau
- Roberta Alexander
- Sandy Hill Foundation
- Dorothy Prouty
- Jill Rafferty-Weinisch & George N. Weinisch
- Catherine & Bradley Lewis
- The Ironman Foundation, Inc.
- Adirondack Foundation Kindling Award
- WGY Radio 810
- Bank of America
- Sherri & Steve Ruggles
- Barbara Dangman & Joseph Gerberg
- Joe Visalli

2025 Corporate Support



Stewart's Shops

NPA Financial, LLC



Honor Roll of Donors

Bronze

Donors of \$500 to \$999.99

Anonymous (3)
 Renee and Mark Kelly
 Lauren and Bradley Currie
 Benevity Community Impact Fund
 Mary and Jim Buszuwski
 Target Corporation
 Clifford and Jean Bruce
 Brenda and Matt Episcopo
 Ms. Chandler M. Ralph & Mr. David K. Aldrich
 Albany Firewolves Foundation, Inc.
 Victoria Gray
 Community Bank, NA
 Cynthia Swadba & Joyce Elliott
 John Thomas
 Jennifer and Alan Booth
 Susan Dubois
 Karen D'Ascoli
 Peter & Patty Paine

Gift-in-Kind

Regeneron
 Lowe's Home Improvement
 Moriah Martial Arts Center
 Jiminy Peak Mountain Resort
 The Wild Center
 Mirror Lake Inn Resort & Spa
 Saranac Inn Golf Club
 Pendragon Theatre
 Chick-Fil-A
 Titus Mountain Family Ski Center
 VOCO Saranac Lake
 Strictly Business Marketing Solutions
 Lakeside Drift Restaurant

2025

LIFETIME MEMBERS

Diana Juracka	Grace Kahil
Samantha Morlitz	Kaysie Lane
Allison Holston	Sophia Watson
Caroline Rumsey	Sadie Rauch
Lily Sager	Mariska Leszczynski
Caren Sager	Riley Kress
Christine Beattie	Emily Heiner
Emoni Martinez	Schuyler Long
Christina Calkins	Lydia Leigh
Tracy Mack	Raven Kozerski
Sarah Mack	Vivienne Rogers
Sally Jean Bunk	Margaret Strickland
Qiao Liang	Emily Weatherby
Lauren Bertrand	Kiera Mead
Coleen Kern	Sadie McCarthy
Samantha Spor	Audrey Church
Christine Frasier	Rebecca Church
Kimberly Priest	Debbie Barber
Laura Stukenborg	Autumn Anderson
Alison Clark	Darcy Bourgeois
Jessica Short	Alanna Parent
Annalese Short	Robin Conner
Angelmarie Vaughn	Melissa Quinlivan
Glendora Kilmer	Amber Quinlivan
Emily Sagendorph	





Honor Roll of Donors

Friends

Donors of \$100 to \$499.99

Anonymous (4)
Geri Kaplan-Downs
Town of Clifton Park -
Community Action Fund
D. Ryan
Nancy Carlin
Karen and William Merrill
Victoria Duley
Chancey Ann Young
Mrs. Cindy Hess
Wendy and John Delehanty
Martha and Jeff Hubbard
Jillian and Christopher Gale
Stephen Farrelly
Carol Borthwick
L. Berkley & Katharine H. Davis
Berkshire Bank Foundation, Inc.
Kerri Kerichenko
Serina Charland
Carol Felsen
Nancy Olsen
Gail and Arthur Sanderson
Susan and J. Kevin Norris
Joanne Stiles
Andre Chauvin
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Mary Welch
Nancy C. Sapio, MD & David J. Taffany
Robert and Cindy Skala
Elizabeth Pessetto
Richard and Barbara Macdowell
Linda Griffin and Freling Smith
Carrie Dooley
Daniel Hershberg
Dedra and James Kneeshaw
Kara Kelm
Meena Lee
Deborah Boyce
Lee and Priscilla Mitchell
Hon. Paul Tonko
Xiao Wang
Alisa and Donald Henderson
Loyal Order of the Moose #1185
Marylou Hedge
Ginelle and Christopher Jones
Cecia Bicknell
Kathy Bennett



girl scouts 
of northeastern
new york

Contact Fund Development:
(518) 489-8110 ext. 106
Give2GirlScouts@GirlScoutsNENY.org

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8 Mountain View Ave., Albany NY 12205

Queensbury Service Center
213 Meadowbrook Rd., Queensbury NY 12804

Plattsburgh Service Center
13 Latour Ave., Suite 110, Plattsburgh, NY 12901