

# Coarc Public Relations Monthly Report to the Board of Directors, September 12, 2016

## Events and Important Dates throughout the Year (2016)

Date	Event	Fundraiser?
January 30 <sup>th</sup> , February 20 <sup>th</sup> , May 18 <sup>th</sup> , June 14 <sup>th</sup>	Parent & Caregivers Support Group for families with loved ones who have developmental disabilities, including autism spectrum disorders. Location: Coarc – The Starting Place preschool/daycare, Hudson	
February 29 <sup>th</sup> , March 8 <sup>th</sup> , March 21 <sup>st</sup> , and other dates	Coarc staff and individuals receiving supports and services participated in legislative events in Albany and the Capital Region to raise awareness about important issues	
March 17 <sup>th</sup>	St. Patrick's Day Dance for all individuals receiving Coarc services. Held in Mellenville	
March – April	Movie program for Employee Appreciation (employees received movie tickets)	
April 2 <sup>nd</sup>	Coarc Spring Dance	Yes – donations support the event
May and beyond	Annual Coarc Membership Drive	Yes <i>Estimate</i> of funds raised to date: \$10,419
May 13 <sup>th</sup>	Annual Coarc Art Exhibit at Art Omi	
May 2 <sup>nd</sup> – May 10 <sup>th</sup>	Book Fair at Coarc – The Starting Place	Yes
May 3 <sup>rd</sup>	Coarc-to-College Graduation Ceremony	
May 10 <sup>th</sup>	Open House at Coarc – The Starting Place	
May 17 <sup>th</sup>	ECycle Ribbon Cutting Ceremony @ 1 Industrial Tract, Hudson	
May 17th	Premier of "Faces of Coarc," a long-term media project whose mission is to share the stories of people whose lives are touched by Coarc	
May 19th	Coarc participated in the CDPHP Workforce Team Challenge 5k in Albany	
May 20th	Pajama Night at the Movies! The Peanuts Movie! Fundraiser by "4 Ourselves" Self Advocacy. Location: Coarc in Mellenville	Yes (4 Ourselves)
May 26th	St. Jude Trike-a-Thon at The Starting Place	
June-July	Annual Employee Awards	
June 11th	Hudson Flag Day Parade; Coarc designed a float and staff and individuals participated	
June 17th	Columbia County Relay for Life (Coarc had a team participating)	
June 18th	Hudson Pride Parade; Coarc designed a float and staff and individuals participated	
June 20th	Coarc Annual Meeting for members, at the Mellenville Cafeteria	
June 23rd	Ceremony at the Columbia County Chamber of Commerce. Coarc voted Best Nonprofit/Community Agency (2015 and 2016) and Tradewinds was voted Best Gift Shop	
June 25 <sup>th</sup>	Coarc Fishing Derby	Yes – donations support the event
July 1 <sup>st</sup>	Dance Party hosted by Fusion Day Habilitation (theme: Independence Day)	
July 20 <sup>th</sup>	Camp Mahican Open House	
July 27 <sup>th</sup>	Play by Fusion Day Habilitation: "The Trial of Alice in Wonderland"	
July 28 <sup>th</sup> August 24 <sup>th</sup>	Summer Training Series: for families of children with developmental disabilities, Coarc's Mellenville site	
August 27 <sup>th</sup>	Car Wash & Bake Sale for "4-Ourselves" Self Advocacy and Tim Simpson, parking lot of the Starting Place preschool, Hudson	Yes (4 Ourselves)
August 28 <sup>th</sup>	Trip to see the Valley Cats with the Parent & Caregiver Support Group	
August 31 <sup>st</sup> – Sept. 5 <sup>th</sup>	Coarc at the Columbia County Fair	
September 9 <sup>th</sup>	Fusion Picnic	
September 11 <sup>th</sup> – 17 <sup>th</sup>	Direct Support Professionals Week. Employee appreciation: Coarc staff received coupons for a bagel and coffee from Bagel Tyme. Raffles were held	

	throughout the week	
September 15 <sup>th</sup>	10 <sup>th</sup> Annual Gerald J. Dieffenbach Coarc OpportuniTees Golf Tournament	Yes Amount pledged: \$23,385 Amount received: \$18,685
September 18 <sup>th</sup>	Columbia County ABATE Benefit Run/Motorcycle Ride for Coarc	Yes
September 23 <sup>rd</sup> – 30 <sup>th</sup>	Book Fair at Coarc – The Starting Place	Yes
September 24 <sup>th</sup>	Flapjack Fundraiser for Coarc's Self Advocacy Group. Applebee's, Hudson	Yes (4 Ourselves)
September 27 <sup>th</sup>	Open House at Coarc – The Starting Place	
October 14 <sup>th</sup>	Coarc Fall Ball	
December	Holiday lunch and dance, held in Mellenville	

### Grants and Large Donations Received, 2016: *The compilation of this list is a work in progress*

Grantor	Amount	Purpose
Bank of Greene County Charitable Foundation	\$1,000	Film project by Fusion Day Habilitation
Berkshire Taconic Community Foundation		Film project by Fusion Day Habilitation
NYSARC Trusts	\$46,500	Guardianship Program grant
Dorothy and Mark Nelkin Charitable Fund and Vanguard Charitable	\$1,000	Area of Most Need
Donor	Amount	Purpose
Four Corners Energy	\$500	Coarc Bottle Redemption Center
Stewart's Foundation	\$750	Coarc – The Starting Place playground
Dr. Neil Baillargeon	\$500	From the Membership Drive

### Media Coverage, August-September, 2016:

Theme	Title	Media	Date
Golf Tournament	Coarc Hosts 10 <sup>th</sup> Annual Golf Tourney	The Columbia Paper	August 18
Golf Tournament	Coarc Hosts Golf Tournament	The Columbia Insider	August/September
Golf Tournament	Golf Tournament Articles and Listings ("In Brief")	Register-Star	Several dates in August and September (Sep. 1, Aug. 24)
Golf Tournament	Radio Public Service Announcement by Dodie	iHeart Radio	Recorded August 29 <sup>th</sup>
Faces of Coarc	Faces of Coarc: Betsy Fels (included as a Letter to the Editor)	Register-Star and Chatham Courier	August 24 and 25
Coarc Board Member Dr. Denise Barry Featured	Three Area Women to Be Honored	The Columbia Paper	September 1
Various Coarc events		Submitted to the Community Calendar of iHeart Radio	August, Sept.
Direct Support Professionals Week	Coarc Celebrates Direct Support Professionals Week (1/2 page ad)	Register Star	September 10-11
Various events and articles	(i.e. Golf Tournament, Faces of Coarc, DSP Week, etc.)	Facebook and Coarc website	August, Sept.

*Please note, press releases were submitted to other newspapers, besides the ones listed above. They may have been published in those papers, but Coarc does not receive copies.*

AUGUST/SEPTEMBER 2016

THE COLUMBIA INSIDER

## Coarc Hosts Golf Tournament

Coarc, the county's largest nonprofit serving persons with disabilities, is proud to host the 10th annual Coarc OpportuniTees Gerald J. Dieffenbach Memorial Golf Tournament on Thursday, September 15th (rain date: 9/22) at Copake Country Club. The event honors former Coarc Board President and avid golfer Gerald J. Dieffenbach. Funds raised by sponsors and golfers support Coarc programs and services.

The tournament is a four-person scramble. Registration check-in begins at 8:00 a.m. with a shotgun start at 9:15 a.m. Registration includes greens fee, golf cart, lunch, refreshments during play, and cocktails and dinner following play (fee: \$115 if paid by 8/26; \$125 if paid after 8/26). Prizes will be awarded for putting contest, longest drive, closest to the pin, and closest to the line; plus first, second, and third place gross scoring teams. Copake Country Club is located at 44 Golf Course Road, Copake Lake.

Registration information is available at [www.coarc.org](http://www.coarc.org) or call 518-672-4451.

Thank you to our generous sponsors: Rose & Kiernan, Inc. (Platinum); Dopkins & Co. (Silver); Sickler, Torchia, Allen & Churchill, Anna & Derek Nolan, Tip Top Furniture, and Mid-Hudson Cable (Bronze); AXA Foundation and Todd Farrell's Car Care



Center (cocktail hour sponsors); Dutton Architecture (Golden ticket raffle prize – Apple Watch). Hole-in-one contests are sponsored by Village Dodge. Media sponsor is iHeart radio. Thank you to the many businesses and donors who sponsor flags and tees; and to other businesses who contribute prizes for winning raffle tickets sold at the tournament.

Voted the county's Best Nonprofit/Community Agency (2015 & 2016), the mission of Coarc is to expand abilities, one person at a time, so individuals experiencing disabilities can achieve their individual goals. Coarc is the county's Chapter of NYSARC, Inc. To support our programs, please visit [www.coarc.org/donate-now/](http://www.coarc.org/donate-now/) or call Katie (672-4451, x 2093). Follow us on Facebook to learn more.



## MEDIA COVERAGE

*The Columbia Paper August 18, 2016*

### Coarc hosts 10th annual golf tourney

MELLENVILLE—Coarc, the county's largest nonprofit serving persons with disabilities, will host the 10th annual Coarc OpportuniTees Gerald J. Dieffenbach Memorial Golf Tournament on Thursday, September 15 (rain date: September 22) at Copake Country Club.

The event honors former Coarc Board President and avid golfer Gerald J. Dieffenbach. Funds raised by sponsors and golfers support Coarc programs and services.

The fee is \$115 if paid by August 26; \$125 if paid after. The tournament is a four-person scramble.

Registration check-in begins at 8 a.m. with a shotgun start at 9:15 a.m. Registration includes greens fee, golf cart, lunch, refreshments during play, and cocktails and dinner following play.

Prizes will be awarded for putting contest, longest drive, closest to the pin, and closest to the line; plus first, second, and third place gross scoring teams.

Copake Country Club is located at 44 Golf Course Road, Copake Lake. Registration information is available at [www.coarc.org](http://www.coarc.org) or call 518 672-4451.

Sponsors include: Rose & Kiernan, Inc. (Platinum);

Dopkins & Co. (Silver); Sickler, Torchia, Allen & Churchill, Anna & Derek Nolan, Tip Top Furniture, and Mid-Hudson Cable (Bronze); AXA Foundation and Todd Farrell's Car Care Center (cocktail hour sponsors); Dutton Architecture (Golden ticket raffle prize Apple Watch). Hole-in-one contests are sponsored by Village Dodge. Media sponsor is iHeart radio.

Coarc is the county's Chapter of NYSARC, Inc. To support their programs, please visit [www.coarc.org/donate-now/](http://www.coarc.org/donate-now/) or call Katie, 518 672-4451, x 2093.



## MEDIA COVERAGE

AUGUST 18, 2016

THE COLUMBIA PAPER • [www.columbiapaper.com](http://www.columbiapaper.com)

### LETTERS TO THE EDITOR

## Faces of Coarc

To the editor:

I moved here three years ago from Los Angeles. I was a filmmaker for my whole career. When I came to Columbia County, my friend Nancy Kohler suggested that I talk to staff of Coarc's Fusion Day Hab Program (it was called the Blended Program at that time). They introduced me to Coarc's programs and I decided to become substitute staff (a big thank you to Karen Wolff for hiring me and pushing me along!). I subbed for the program for six months and then Chris Nardone, who works in Community Employment, talked me into

becoming permanent staff.

I look at this as my second career. My skills as a filmmaker have come into play here at Coarc. I started the drama group with Fusion and we've conducted five plays so far (most recently, "The Trial of Alice in Wonderland"). Currently, I'm working on a documentary with the individuals who attend the Fusion program, as well as Danielle Palleschi and the "IAM: International Foundation."

Being a DSP (Direct Support Professional) is an amazing job! It is my give-back job. The individuals I work with are interest-

ing, funny, and fun and we do lots fun things; we learn things! We have been to the Capital to fight for funding for the wage increase; we have met amazing people; and we have gone to concerts at the Egg, among so many other things. On our outings, I get to see all sorts of places I have never seen before. My life now, living in Kinderhook, is peaceful. I live in such a beautiful place and love my drive to work every day. There is no traffic! I don't miss L.A. at all.

Betsy Fels  
Kinderhook

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### Letter

## Faces of Coarc: Betsy Fels

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Posted Wednesday, August 24, 2016 2:49 pm

By Betsy Fels

I moved here three years ago from Los Angeles. I  
was a filmmaker for my whole career.

When I came to Columbia County, my friend,  
Nancy Kohler, suggested that I talk to staff of  
Coarc's Fusion Day Hab Program (it was called  
the Blended Program at that time). They  
introduced me to Coarc's programs and I decided  
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"Faces of Coarc" is a media project with a  
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Betsy Fels

are touched by Coarc. Voted the county's Best  
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of NYSARC Inc) is to expand abilities, one person  
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or call Katie Scheu at 518-672-4451, ext. 2093.

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## In Brief for Aug. 24, 2016

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Posted Wednesday August 24, 2016 12:30 am

### ONGOING

HUDSON — The YDSL registration has started for grade school through eighth grade. Applications may be obtained at Oakdale, 132 North Sixth St. and The Hudson Department of Youth, 18 South Third St., Hudson. Fee is \$10 per youth. Deadline for registration is Sept. 22. Department is currently seeking coaches at this time as well. Call 518-828-0017 for information.



### PROGRAMS FOR WOMEN WITH METASTATIC BREAST CANCER

Sponsored by a grant from  
Susan G. Komen Northeastern New York

### Registration Is Required!

Light lunch will be provided. Open to the public.

[REGISTER](#)

Sept. 15



MELLENVILLE — Coarc, the county's largest nonprofit serving persons with disabilities, is proud to host the 10th annual Coarc OpportuniTees Gerald J. Dieffenbach Memorial Golf Tournament on Sept. 15, rain date Sept. 22, at Copake Country Club. The event honors former Coarc board president and golfer Gerald J. Dieffenbach. Funds raised by sponsors and golfers support Coarc programs and services.

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### In brief for Sept. 1, 2016

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Posted Thursday September 1, 2016 4:14 pm

Ongoing

GREENVILLE — A chess club meets 11 a.m.-1 p.m. Tuesdays and Thursdays at the Greenville Library, Routes 32 and 81, Greenville. This is ongoing and all are welcome.

**PROGRAMS FOR WOMEN WITH METASTATIC BREAST CANCER**  
 Sponsored by a grant from Susan G. Komen Northeastern New York

**PHYSICIAN PANEL FROM NY PRESBYTERIAN LAWRENCE HOSPITAL: WHAT YOU NEED TO KNOW**  
 October 1 at Noon  
 Columbia County: Columbia Greene Community College 4400 NY-23, Hudson

—The panel will cover topics including breast cancer treatment, surgical care, fertility preservation, and the emotional support, nutritional needs and options of the patient. All are invited to attend. Call 518-828-0017 for more information.

HUDSON — The YDSL registration has started for grade school through eighth grade. Applications may be obtained at Oakdale, 132 North Sixth St. and The Hudson Department of Youth, 18 South Third St., Hudson. Fee is \$10 per youth. Deadline for registration is Sept. 22. Department is currently seeking coaches at this time as well. Call 518-828-0017 for information.

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 BUY 1 WINDOW GET ONE WINDOW  
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 for one year!

**Request a Quote Today!**

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Sept. 1

CHATHAM — A weekend discussion and exploration of Harper Lee's "To Kill a Mockingbird" and "Go Set a Watchman" will be held beginning at 6 p.m. Sept. 10 through 2 p.m. Sept. 18 at Powell House Quaker Conference & Retreat Center 524, Pitt Hall Road, Old Chatham. Bring copies of the books and your ideas and opinions. Participation in this weekend is open to high school age and older. Facilitated by Regina Baird Haag, co-executive director of Powell House, and a life-long lover of good books. Register by Sept. 1. Adults, \$230; high school, \$115; commuters, \$165. To register go online, email or call Powell House at 518-794-8811 ext. 10; [www.powellhouse.org](http://www.powellhouse.org); [info@powellhouse.org](mailto:info@powellhouse.org).



Photos contributed

*From l to r, Denise Barry, Benita Zahn and Kirsten Gillibrand.*

## Three area women to be honored

CHATHAM—The Zonta Club of the Upper Hudson Valley has announced three winners of its "People Making A Difference" award: Denise Barry of East Chatham; Benita Zahn, and Senator Kirsten Gillibrand.

"This award is presented to women who have made an impact on their community, their nation and/or the global society," said Irene Waldorf, Zonta Club president, in a press release.

Zonta will host an awards dinner which is open to the public at Winding Brook Country Club, Route 203, Valatie on September 29 at 6 p.m. Tickets must be purchased in advance and are \$40 per person. Tickets include appetizers, dinner and desserts, the award ceremony, raffle prizes and musical entertainment.

To purchase tickets, make a contribution or donate a raffle prize should contact Ms. Waldorf at 518 392-5515.

Denise Barry, who holds a doctorate degree in education, taught special education for 40

years in the Hudson City School District. For the past 28 years she has spent summers as a teacher and administrator in local correctional facilities. Active in the Columbia County community, Ms. Barry is a member of the Board of Directors of Catholic Charities for Columbia/Greene Counties and is Outreach Coordinator at St. James Church in Chatham. In addition, she is the longest, continuously serving member of COARC's Board of Directors, having joined the board in 1972.

Benita Zahn, who holds a doctorate degree in professional studies/bioethics, co-anchors News Channel 13 Live at 5 and 6 p.m. Ms. Zahn is also a health reporter, covering issues including wellness, treatment breakthroughs, aging, nutrition and the latest health care trends. She also co-produces and hosts "Health LINK" on WMHT and writes a weekly column for the "Live Smart" page in the Albany Times Union newspaper. Her work has garnered her numerous awards such as the

Distinguished Communicator Award/ American Women in Radio and Television, Women Against MS honoree, and media awards from the American Cancer Society, American Lung Association and American Heart Association.

Senator Kirsten Gillibrand (D) has been committed to many causes as she represents New York State, especially raising her voice on behalf of women. These efforts include military reform for sexual assault cases, targeting the sexual assault epidemic on college campuses, equality for women in the workplace, and making government more open and transparent.

All proceeds from this event will be used to provide an annual Zonta scholarship to local high school students and to support efforts by local domestic violence centers in Columbia and Greene counties. Zonta is an international organization that strives to improve the lives of women and children.

A6 - Saturday - Sunday, September 10-11, 2016

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**Celebrates**  
**DIRECT SUPPORT**  
**PROFESSIONALS**  
**WEEK**  
**September**  
**11<sup>th</sup> - 17<sup>th</sup>, 2016**

PO Box 2 630 Route 217  
Mellenville, NY 12544  
518-672-4451  
[www.coarc.org](http://www.coarc.org)



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**Direct Support Professionals** for their outstanding commitment to supporting individuals with disabilities in achieving their individual goals.

Thank you for being dedicated allies, mentors, advocates, listeners, and professionals. Each day, you meet challenges head-on and provide excellent person-centered supports. Your work truly makes a difference in the lives of many.

## **Voted the County's Best**

Nonprofit/Community Agency for 2015 & 2016, the mission of Coarc (Columbia County's Chapter of NYSARC, Inc.) is to expand abilities, one person at a time, so individuals experiencing disabilities can achieve their individual goals.



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