

## Why Kingston?

Peggy King and Linda Fusaro wanted to keep their jobs so they bought them. Two years ago, Pididdly Links, a company that manufactures antique reproduction and costume jewelry, expected to close. "We worked for the company for years," King said. King helped to run the business and Fusaro worked in sales. "We liked what we did, so we bought the company from the owners," King said. That was in November of 1997 and the two have been adding their own luster to the company's products ever since.

Now called Pididdly Links II, the women relocated the business from Lake Katrine in the Town of Ulster to Kingston's midtown last May, where the company rents 5,000 square feet of space at the top of Broadway for its manufacturing facilities. It also has a retail room where it sells closeout merchandise four times a year. "We are within the Economic Development Zone and qualify for employee wage tax credits," King said. "We also requested and were approved for a low cost loan (\$50,000) from the Kingston Local Development Corporation (KLDC) for working capital. The loan and the tax credits were factors in our decision to move to midtown Kingston."

The manufacturing plant employs ten who assemble the jewelry line's intricate designs for pins, earrings, necklaces, bracelets, hair pins and stick pins. The company, which has over 2,500 accounts in the U.S. and abroad, produces a successful collection of Titanic jewelry based on jewels in the Academy Award winning film. Ellen DiGiovanni, in-house sales representative for Pididdly designed the company's Titanic collection after viewing the film last year. Sales soared.

For 1998, the company estimated its sales to top \$1 million, due in part to Titanic, according to a Daily Freeman interview. Carol Cappleman, who owns a wholesale jewelry company in Los Angeles and also buys merchandise for the Titanic Ship of Dreams Exhibit in Orlando, Fla., sells Titanic and Pididdly's other collections. "It's well made, well designed and it sells," Cappleman said.

But while Pididdly Links' jewelry recalls the past, the company ties its growth to the future. "Our next step is to take our business to another level," Fusaro said. "We are thinking of producing our best selling pieces in 14-carat gold and sterling silver."

Quality control and expanding the business take up time for both partners. "Over the years, things change," Fusaro said. "First it was competitors. Then, when competitors fell by the wayside, you had the monster of the Internet. You've got to be there."

Its location in the EDZ helps. "As Peggy mentioned, the company's eligibility for the Wage Tax Credits for additional employees they hire can provide a savings for the company," Stephen M. Finkle, EDZ administrator said. "In addition because the company is Zone Certified, any manufacturing equipment is eligible for increased Investment Tax Credits from the state. The company can also apply for Sales Tax Credit on building materials that become an integral part of the real property."

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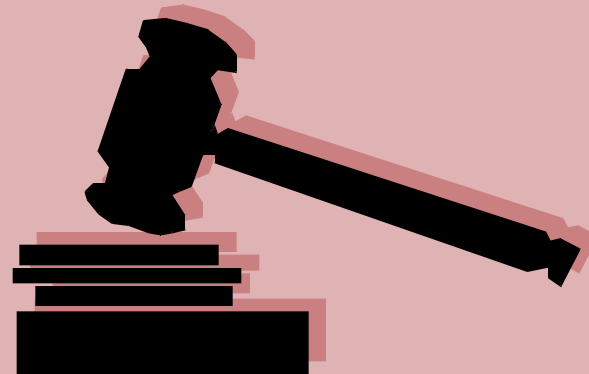
## Zone Administrative Board . . .

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KINGSTON  
ULSTER  
ECONOMIC DEVELOPMENT ZONE

# NEWS

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"Opportunities for Success in Business"

## EDZ Factor in locating Northeast Center for Special Care



Northeast Center for Special Care "Desert Eden" bringing the outdoors-indoors.

Turn the corner from the bustling Route 9W shopping strip just outside of Kingston, N.Y. onto Grant Avenue, and find an oasis for health care named the Northeast Center for Special Care. Tucked in a quiet corner of Lake Katrine, it stands amid a 39-acre campus of tall trees which secludes the modern two-story, 209,000 square foot facility. It is the only one of its kind in New York offering long-term rehabilitation for brain and spinal cord injuries. It gives testimony to the power of state of the art health care and to the power of economic development in New York State.

"The Kingston-Ulster Economic Development Zone (EDZ) was a very large factor in the decision to locate here," said Lorraine Salmon, director of facilities at Healthcare Associates which is the largest proprietary network of health care facilities throughout the state. Healthcare Associates developed and built the Northeast Center on a former IBM campus located in the Kingston/Ulster EDZ.

"The EDZ helped us to save \$400,000 to \$500,000," Salerno said. "We also qualified for sales tax incentives and real property tax exemption under the EDZ which we took advantage of through Ulster County's Industrial Development Agency. The fact that we were eligible for these benefits through EDZ was very helpful to us."

The Northeast Center officially opened in March after a 5 1/2-year effort. Anthony Salerno, CEO of Healthcare Associates and a Hudson Valley resident, worked with New York State Senator William J. Larkin, Jr., a health care consumer advocate, allied with former Assemblyman John Guerin, former State

Senator Charles D. Cook and his successor Senator John J. Bonacic, and many local and state officials to make the project a reality.

"It was a long fight that we weren't sure we were ever going to win, but with the help of the Pataki Administration, we now have a world class facility in Ulster County that will provide hundreds of high paying jobs while bringing home many of our residents who were previously being treated in out of state facilities," Larkin said.

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### Location A Reason? Ask Wolf-tec.

A few years ago, Highland's Wolf-tec, Inc. wanted to move south to be closer to its customers. Instead, three years ago, it moved north and established itself in the Kingston/Ulster Economic Zone in the Town of Ulster. The manufacturer of meat processing equipment continues to like the view. Family ties to the area and EDZ benefits were the prime reasons the international company bought and renovated a 30,000 square foot building where it readies its room-size, state of the art equipment for major meat packers like Hormel, ConAgra and Boar's Head.

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