

MAR/APR 2022



**SHOP LOCAL
EAT LOCAL
SPEND LOCAL
ENJOY LOCAL**

SUPPORT YOUR LOCAL CHAMBER OF COMMERCE

Find yourself in a picture, ad or your company logo inside and email me the page # and I will enter your name for a Gift card for Coffee.. Must be submitted by March 18 LAST ISSUE WINNER NANCY AURELI, COMMUNITY LIVING ADVOCATES!



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National Community Solar Partnership



*Must be new to Solar Simplified and in an eligible market to qualify. Subject to Solar Simplified Terms and Conditions.

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**SUPPORT THE CHAMBER
CONTRIBUTE
GET INVOLVED**

The Greater Liverpool Chamber of Commerce Newsletter is designed and produced by the staff of the Chamber. Printing is provided by Minuteman Press.

Thank you to our advertisers and Minuteman Press (Formerly Seaboard Graphics) for helping us make this publication possible. When you advertise in our newsletter, you support the Chamber and double your brand's exposure.

THANK YOU!



Greater Liverpool Chamber of Commerce Executive Officers 2022



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OneGroup of NY, Inc.

315-413-4492

rhart@onegroup.com

706 North Clinton Street, Syracuse, NY 13204



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315-944-2198

mark@markcardone.com



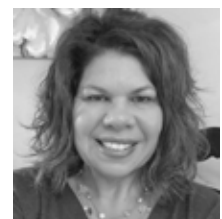
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Greater Liverpool Chamber of Commerce Board of Directors 2022



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chamber@liverpoolchamber.com
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Robert Just
Main Street Wealth Management, LLC
315.516.8052
rjust@mainstwm.com
Chair of the Marketing

Past Presidents:

Dr. Tom Conley
Christine Morrissey
Dennis Hebert
Tamara Crowley
George Powers
Rand Allgaier
Julie Witty



Luncheon Connection

March Luncheon

Tuesday, March 15, 2022

11:30 Registration and Networking

Noon Lunch

Hampton Inn Syracuse /Clay

3948 State Route 31, Liverpool 13090

Catered By:
PB&J's Lunch Box

\$18.00 Please RSVP as there
is limited Seating!

Luncheon Sponsored by:



April Luncheon

Tuesday, April 19, 2022

11:30 Registration and Networking

Noon Lunch

\$18.00

THAI Village of Liverpool

105 First Street, Liverpool, 13088



Thai Cuisine that is simple and fresh!
Please RSVP.

Coffee and Friends HOSTS

Barb Stone

Build Your Path LLC

Entrepreneur, Lecturer, Trainer
& Leadership Development



Jim McEntire

Blueprint for Selling

Coaching, Business Owners to
their desired Outcomes.

Coffee Hour with Friends Tuesdays at 8 am on Zoom

Presentations to help you succeed with Sales, Marketing & Personal Growth tips every Tuesday

Find the zoom link on the chamber website

Looking for presenters and Opening Leaders

Email : james.r.mcentire@gmail.com



**CONGRATULATIONS
RUNNINGS ON YOUR
75TH ANNIVERSARY**



ARM Team: Meets once a month at 8 am First Thursday of the Month. This team deals with membership, Ambassadors, retention, recognition, awards, greeting members at networking events and orientating new members. Anita Leitgeb from the Salvation Army is our TEAM Leader.

If you would like to be put on our Ambassador roster for grand openings, anniversary events and more, call the chamber. If you know of a business that would benefit from an Ambassadors presentation, please share it with the ARM Team! Involvement with our new Ambassadors team is a great way to network with fellow Chamber members as well as gain valuable exposure with area businesses. Help us spread the good word about all the positive things happening in our Liverpool Area Business community!



. **The Marketing Team** serves as a THINK TANK to assist the Executive Director, the board of Directors, and the other teams in promoting events and activities sponsored by the Chamber. The Marketing team provides enhanced opportunities for communication and — connection, business to business and business to community.

- The strategy includes promoting awareness via internet, print, broadcast and social media.
- Marketing will help with exposure to obtain market expansion and to build customer loyalty.
- Provide material for the Newsletter and Facebook.

Robert Just, .from Main Street Wealth Management



The Golf Committee starts to meet in January and recruits sponsors, golfers, raffle items and volunteer .

It is a great way to meet other businesses in the chamber and get them involved and exchange business information.

It is a win-win proposition.

VOLUNTEER



Volunteer: From time to time we need volunteers to make phone calls, stuff envelopes, deliver materials, proof read, etc. If you would like to be on our volunteer list, give us a call.

Liverpool Is The Place

Summer Concert Series

Average attendance – 400 people!
Great visibility for your business & a great value for you!
Become a sponsor – contact us today!



Presenting Sponsor – NEW: One per month!

- Your large sign or banner on stage at every concert during your month (June, July, Aug).
- Your name in all promotion PLUS your logo on schedules and Chamber media.
- An opportunity to take the mic on stage, have an information table, AND distribute items.

\$1,000

Schedule Sponsor – Limited to one! Visibility all season long!

- Your company logo (B&W) prominently displayed on season schedules. *Add a coupon or offer!* (approx. 1,000 distributed at concerts and other delivery sites, including Chamber newsletter.)

\$850

Concession Sponsor – Limited to two! A great value!

- Your company banner displayed prominently at our highly-trafficked snack bar. Choose Monday or Wednesday series. *(Or, if open, one month for \$200, Wed series only.)*

\$600

Website Sponsor – One per month of the season. Affordable!

- Your logo posted on the Liverpool Chamber website during June, July or Aug.

\$200

Band Sponsor

- **The night of your concert:** Your company signage on both ends of the stage; a mention of your company by our emcee; an opportunity for your company representative to take the mic; the option of having an information table that night.
- **Throughout the season:** Your company name listed on schedules, next to your concert. (approx. 1,000 distributed); your company name on concert page of the Chamber website!

\$400

Showstopper Sponsor

Ask about a band sponsorship for one of our full house nights!

\$500

Contact Pat Urquhart (315) 243-1443 Colleen Gunnip (315) 652-5029
Liverpool Is The Place is a subcommittee of the Greater Liverpool Chamber of
Commerce.
(315) 457-3895 • liverpool@chamber.com



Past Presidents Dennis Hebert, Dr. Tom Conley, William Pastella at Sharkey's January 2022 Luncheon.

Hope Cafe and Tea House is 920 Old Liverpool Road

a CNY staple that is rapidly expanding! Hope Cafe has been voted the best new restaurant, best cafe, best vegetarian/vegan food, best dessert, and much more!



When you eat and drink at Hope Cafe, your meals are Three for the Price of One, because your meals help to provide meals for 10,000 people in need each month!

Our charity has been working to help men, women, and chil-

dren across the globe for over a decade.

We began "Hope Cafe and Tea House" in order to help fund



our current and future endeavors.

Hope Cafe is a fusion of Peruvian, Italian, and American food and drinks, along with some other international favorites that you cannot find anywhere else!

CONGRATULATIONS!



The ARM Committee Team meet once a month to determine the nomination of the Business of the month. Votes are given for nomination to businesses that are; current on their dues, involved in the chamber and cares for the community.

Nominees are asked to share on Facebook, to their email list, twitter and in any other way to get the community to vote.

Winners receive a business card ad in the Eagle Newspaper, a Facebook live and photo for the newsletter and are then will be entered into the Nomination (in January) for Business of the Year. The Business of the year will be announced at the February Luncheon.



Frugalmiser –Grand Opening



Interested in Hosting a Business Before or

After Hours????????????????????

Call the chamber. 315.457.3895

All you need to do is provide light refreshments.

Join Us for Fun & Excitement in April! The 2nd Annual *Spring Into Auction!*



Get in on the exciting world of auction bidding at the 2nd Annual Spring Into Auction, an event brought to you by your Chamber, April Fool's Day through traditional Tax Deadline Day.

Tune into the Chamber website daily, April 1 through 15, to watch for a spectacular auction items and get ready to bid! Winners announced daily.

Collecting auction items now. Chamber members, be an auction sponsor with your auction item donation. A short description with the dollar value, 2 pictures of your item, and where the winning bidder can pick up by March 21 to chamber@liverpoolchamber.com. Your business will be announced during the auction period. Last year's items included adult beverage baskets, hotel stays, and more. Don't miss this popular event!

Call (315) 457-3895 or email chamber@liverpoolchamber.com.



New Member Showcase!!

Meet and Support our Newest Members over the past 6 months!

Thursday, April 28, 2022

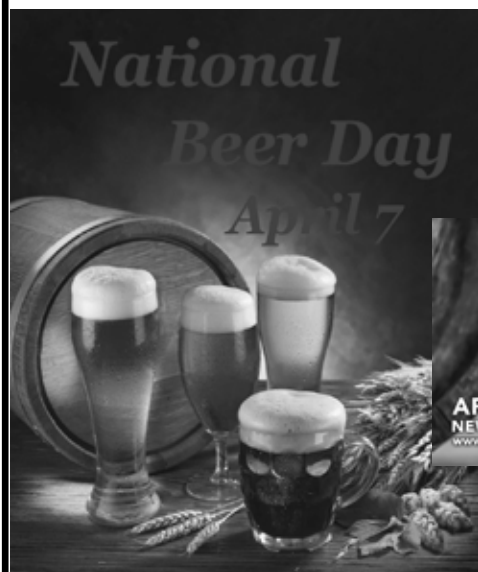
8 am • \$ 5.00

Home Team Pub

7990 Oswego Road, Liverpool 13090



Coffee and Light refreshments will be provided



We will reveal soon how we will celebrate these days.



Stay tuned to find out how the chamber will be celebrating!
National Beer day April 7 Beer Day Eve April 6.

Sugar Blossom Celebrate their 1st Anniversary





Thank you Thank you Thank you Thank you

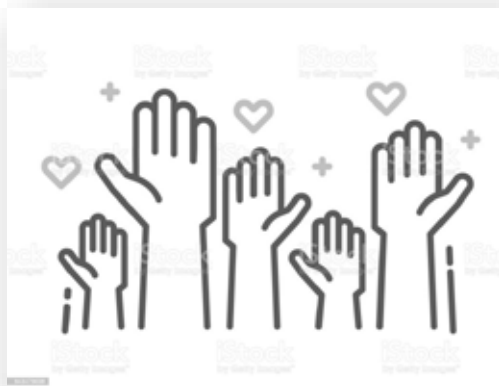
I am often asked how we do so much at the Liverpool Chamber. The answer is the army of Volunteers.

You raise your hands and volunteer without hesitation.

It is every member who makes this chamber what it is.

THANK YOU

APRIL IS VOLUNTEER APPRECIATION MONTH





Because of all of you we were able to deliver 100's of valentines to:

Elderwood

Parkrose

Brookdale

Hearth@Greenpoint

Village at Greenpoint

North Area Meals on Wheels

Thank you

Liverpool Public Library for being a drop off site

Liverpool Rotary for bringing this project to the Chambers attention

Thank you to all our members who brought in Valentines

Thank you to the schools and children who made valentines

Thank You



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Partner

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WOMEN'S HISTORY MONTH

March is
Women's
History
Month



- 1-Mar** National Pancake Day
- 2-Mar** National Read Across America Day (Dr. Seuss Day)
- 3-Mar** National I Want You to Be Happy Day
- 4-Mar** National Day of Unplugging
- 6-Mar** National Dentist's Day-**Smiles by Design & Michael Romano**
- 7-Mar** National Be Heard Day
- 8-Mar** International Women's Day-**Lucretia's Birthday**
- 9-Mar** National Get Over it Day
- 10-Mar** National Pack Your Lunch Day-**What are you making**
- 11-Mar** National Funeral Director -**Mauer Funeral Home**
- 12-Mar** National Working Moms Day /National Girl Scout Day
- 13-Mar** Daylight Saving Time/National Good Samaritan Day
- 14-Mar** National Napping Day
- 15-Mar** National Shoe the World Day-**Drop off gently worn shoes**
- 16-Mar** National SBDC Day-**The best resource for small business**
- 17-Mar** St. Patrick's Day-**Where are we going for Corn beef and cabbage**
- 18-Mar** National Awkward Moments Day
- 19-Mar** National Let's Laugh Day/National Backyard Day
- 20-Mar** Spring Begins
- 21-Mar** National Common Courtesy Day
- 22-Mar** National Goof Off Day
- 23-Mar** National Puppy Day - **Earthwise pet supply**
- 24-Mar** National Cocktail Day-**where we going after work**
- 25-Mar** National Medal of Honor Day
- 26-Mar** Epilepsy Awareness Day
- 27-Mar** National Joe Day-**Grab a cup of Joe even if your name is not Joe**
- 28-Mar** National Black Forest Cake Day-**Sugar Blossom and Sugar Top**
- 29-Mar** National Mom and Pop Business Owners Day
- 30-Mar** National Take a Walk in the Park Day-**Gwen McConnell lead us**
- 31-Mar** National Crayon Day



April 1st	April Fool's Day - Kelly's Birthday
April 2nd	National Love Our Children Day
April 3rd	World Party Day
April 4th	National School Librarian Day
April 5th	National Library Workers Day
April 6th	New Beer's Eve-Home Team Pub/Limp Lizard
April 7th	National Beer Day- Freight Yard Brewing
April 8th	National Empanada Day- Hope Cafe
April 9th	National Name Yourself Day-What's yours
April 10th	National Siblings Day
April 11th	National Pet Day-ck the website
April 12th	National Grilled Cheese Sandwich Day- PBBJ !!!
April 13th	National Make Lunch Count Day
April 14th	National Gardening Day
April 15th	National Tax Day/Good Friday
April 16th	National Wear Your Pajamas to Work Day
April 17th	Easter
April 18th	National Animal Crackers Day
April 19th	National Garlic Day
April 20th	National Look Alike Day
April 21st	Get to Know Your Customers Day
April 22nd	National Earth Day
April 23rd	National Take a Chance Day
April 24th	National Pet Parents Day
April 25th	National Hug a Plumber Day
April 26th	National Audubon Day
April 27th	National Administrative Professionals' Day
April 28th	National Superhero Day/National Take Our Daughters and Sons to Work Day
April 29th	National Arbor Day
April 30th	National Adopt a Shelter Pet Day

New Members



Animal Services / Grooming

Sherlock Bones Mobile Grooming

sherlockbonesgrooming.com
sherlockbonescny@gmail.com
315-696-1582

Laura Hearn

Serving Central New York

Sherlock Bones Mobile Grooming offers house-call (mobile) dog grooming for small dogs (under 25lbs) in the Syracuse, NY metro area. Laura Hearn has 15 years grooming experience, so you can rest assured that your pup is in good hands! You and your pet can enjoy the perks of a grooming salon while staying in the comforts of home! It means less hassle and stress for the both of you! We are CPR/First Aid Certified and specialize in senior/special needs pets.

Animal Services/ Grooming/ Pet Retail

Earthwise Pet Supply

earthwisepet.com/clay
clay@earthwisepet.com
315-715-4001

Shani Campbell Clarke

4148 State Route 31

Clay, NY 13041

Leading pet retail and service provider. We create emotional connections with our customers and their pets through best-in-class pet nutrition, training, grooming services and self-wash. After all, pets are family!

Business & Professional Services/ Cleaning Residential / Commercial

Dandy Andy's Cleaning Services, LLC

andrewdawad@yahoo.com
315-412-6827

Andrew Awad

Serving Central New York

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**Business & Professional
Services/ Event Management**

Happy Unions by Kel

kellyscliff@gmail.com

484-336-4232

Kelly Miller

Serving Central New York

I have been in the hospitality industry for over 30 years. From catering to event planning to wedding coordinator and now as an officiant. In all of those years, I have always considered being a part of an event, such as baby showers, family gathering, weddings is a privilege and an honor.

It is time that family and long-time friendships get together to celebrate milestones and unions. Each and every event is unique - just as the couple taking their vows.

Community/ Cancer

13thirty Cancer Connect

www.13thirty.org

amy@13thirty.org

315-883-1862 / 315-288-0671

Amy Bobbette

1035 7th North St., Suite E

Liverpool, NY 13088

The mission of 13thirty Cancer Connect is to help adolescents and young adults (AYAs) impacted by cancer live their very best

lives. Our resources help AYAs enhance their coping skills and self-esteem by building satisfying peer connections, learn to self-advocate, and develop effective self-management tools for long-term health. We offer a comprehensive continuum of support (from diagnosis and treatment to health survivorship or if necessary, end-of-life) to help AYAs with cancer successfully transition through each stage of their cancer experience. We advocate for improved delivery of medical and educational services through clinician educational initiatives and outreach to schools and universities.

Food/ Dining

Amore Pizza and More

amorepizzaandmore.com

amorepizzaandmore@gmail.com

315-453-7011

Tim Clements

659 Old Liverpool Road

Liverpool, NY 13088

Amore Pizza and More offers DELIVERY! with a wide range of specialty pizzas, chicken wings, salads, hot and cold subs, beverages, and much more! From meat lovers to vegetarian style pizzas, Amore Pizza and More provides a delicious healthy option for everyone.



Amy L. Canavan
Deputy Director
Women's Opportunity Center
290 Elwood Davis Rd.
Suite 300
Liverpool, NY 13088
315.991.7611

A reflection for Women's History month

No man has ever told me that I cannot do something because I am a woman. Well, there was that one little boy on the playground, but he doesn't count. However, marketing and other women have clearly set the rules regarding what it takes to be a successful woman.

For the span of my life (51 and counting), I have been taught by the women in my family that you can do and be anything a man can do (or be). To get it, you have to be smart, strong, determined, and ready to sacrifice. As the years have passed, I have been witness to the rise and fall of the women around me that have challenged the status quo, rose through the ranks, and sat down to firmly ask themselves "Was it worth it?" I have watched women play it safe, afraid to "rock the boat", look at their lives now with regret. Was it worth it?

Since the onset of Covid, women have looked around at the enforced confinement and have begun to reevaluate their world and more often than not, the answer is "No."

You can work as hard as your male counterparts, but you will feel guilt that is not commonly associated with your male counterparts. A working mom has the "why are you so selfish" guilt. The stay-at-home mom has the "why aren't you bringing in income" guilt. A working mom, traditionally has to work 40-60 hours per week (often, this is more) and then switch gears to run the house, the family and keep up with the children's extracurricular activities. The stay at home mom is guilt-tripped into taking on a million and one extra tasks for schools, extracurricular activities, their children's PTO's, and every other darned thing that needs to be done because "well, you have all of that free time because you don't work!".

For the "gentler and fairer" sex, we pile an awfully heavy

burden on them and expect them to carry the load of a mule train! When we finally fall into bed, exhausted, we feel guilt there, too. There are body dysmorphic mindsets, the “Cosmo” magazine “how to be a better wife”, the unrealistic beauty standards that have created millions and even our 8-year-old girls are using “filters” to meet unrealistic ideals. (Thank you, Snapchat)

But what does it all add up to? The women of the world today have spent their entire lives living up to other people’s standards and expectations. This is the largest obstacle. And by an obstacle, I mean mountain. Or solid brick wall. Our young women spend their teens so filled with loathing and anxiety that most teenagers are suffering from poor self-image and panic attacks. Our 20-somethings are trying to “live their best lives” and compare success to their realistic counterparts, the Jenners and Kardashians. Our 30-something women are desperately trying to check all of the boxes. Supermom? Check. Super-Spouse? Check. Own my house? Check. Great career? Check. Provider, Independent Diva, Boss B#@\$, Leader of the Pack? Check and check. Self-Care? Ha!

Right now, your Gen-X women are in their 40’s and 50’s and have begun to realize and share the secret of success with the younger generation. Having it all comes at a cost. And that cost is you. The biggest obstacle we face? These are the obstacles that we accept by believing everyone else’s definition of success. And as for breaking the glass ceiling. Go ahead and do that if you want. But be prepared...when the glass ceiling breaks, that is just one more thing you will have to clean up.



Sandra Cirrincione

110 Luther Ave

Liverpool NY 13088

Phone 315.488.3161

www.generationelectricalsupply.com

How did you get started and as a business owner working with contractors how is that?

CONT on Page 28



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M

MEMBERS MAKING MOVES

This section helps members feature their exciting news!

Congratulations to William (Bill) Krupke for joining the Bousquet Holstein PLLC as controller.



Congratulations to Ken Stinson for being promoted from Vice President to President of Usherwood Office Technology. Ken is the first non-family member to be Usherwood's President.



Congratulations to the new owner, Rob Uhle, of Your CBD Store- Liverpool. Rob went from manager, to owning the Camillus store, and now back in Liverpool !

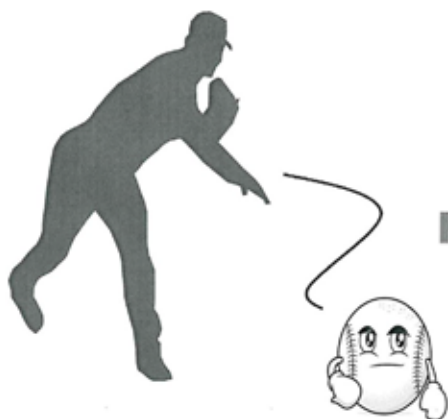


**Kelly S Loya
Agent of the Year
Onondaga County**

Congratulations to Kelly Loya, Realtor at MyTown Realty.

**Top 5 Agent,
Agent of the Year
for Onondaga
County Award of
2022!**





Looking for teams to **Help Strike Out ALS!**

May Is ALS Awareness Month!
Join the Liverpool Chamber of Commerce **challenge**
to help strike out ALS!

- Hold a company fundraiser
- Collaborate with another Chamber member
- Support other Chamber member ALS fundraisers
- Share Chamber ALS info alerts on *your* social media
- Make a donation to the ALS Association of CNY

Watch for upcoming fundraiser information on liverpoolchamber.com, and your Chamber email each week for the next update, including how your team can win!



The Chamber Cares

ALS disease, also known as Lou Gehrig's disease, Thus the Themes.

Just two days before Jimmer Szatkowski's career milestone of owning a second Chick-fil-A he announced that he has ALS. This has not stopped this caring, giving, leader of our community.



Sandra Cirrincione, President and Owner of Generation Electrical Supply & Lighting (GES).

Sandra began GES with a dream to open a minority woman owned small business that catered to the local contractors, and eventually expand to contractors all over the New York State. Sandra graduated from St. John's University in 1985 with a Bachelor's in Administration. Sandra decided to put her career on hold to raise her three children. Once they were grown, she didn't waste any time putting her degree to good use. Sandra researched what the greatest need was for contractors in the area, took classes with the Small Business Administration and met with local business owners. Sandra grew her network by building professional relationships that helped her expand her business. To meet the demand of local contractors and further diversify the scope of her business, Sandra bought an electrical supply company in Syracuse, NY, that was about to close its doors. With the use of her MWBE certifications, she was able to restore and improve it, and maintain the original staff.

Sandra has developed a strong relationship with all her contractors (Electrician, Plumber, HVAC, Home Builders) from small to large companies. General Contractors (Primes) require her MBE & WBE certifications for all State and Grant related projects. While the smaller contractor's needs are different, GES has been able to continue supplying the electrical materials to them during these difficult times of the pandemic and continuous disruption to the supply chain.

Generation Electrical Supply and Lighting is a family-owned and customer-oriented business serving CNY. GES is conveniently located on Exit - 7th North off I81. Hours of operation for the Electrical Counter are Monday thru Friday 7am-5pm and Saturday 8am-2pm. Hours for the Lighting Showroom are Monday thru Friday 9am-5pm and Saturday 10am-2pm. Generation Electrical Supply and Lighting is a retail and wholesale distributor of electrical products, lighting packages, utility products and control used for Residential, Commercial, Industrial

and Public projects. GES has recently added smart home devices to meet the growing demand from Home Builders and homeowners to be connected through their cell or other devices to their home or business. GES has experience with providing Switchgear and Transformers for Medium and High Voltage Power Distribution projects. Sandra has expanded GES to serve contractors across New York State by assisting with MWBE participation. GES is certified MBE & WBE in New York State, City of Syracuse, City of Buffalo, Erie County, City of Albany, and New Jersey. She has been managing and guiding Generation Electrical Supply & Lighting successfully and is determined to continue with its growth even through this pandemic.

Together we can make it!

Cont. from page 23



Assemblymember Pamela J. Hunter
128th Assembly District
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If there is anything that I have discovered in the pursuit of public service, it

is that real representation is essential. As we reflect for Women’s History Month, we should remember that for most of U.S. history being a woman was a disqualifying trait for political participation. Our voices went unheard, and so our needs went unmet. The fight for universal suffrage in this country was a long, tumultuous one, whose success we owe to the thousands of American women who banded together against all odds. While women in government have accomplished incredible achievements there is still much more to achieve and it is only possible if more women pursue careers in public service.

As one of 53 women serving on the NY State Assembly, I think of the activists who made our service possible and the pioneering women legislators who came before us. Without them, I would not have the great pleasure of representing my district, and all the diverse members of our community. It is this history,

Cont from page 29 (Pam Hunter) this identity, that informs my decisions as your Assemblywoman. I grew the right to vote, the political arena was still an intimidating and unwelcoming space for women. My fellow Assemblywomen and I have made great strides in making political participation more representative and accessible to everyone. *Yet, the work is far from over. Women still make up only one third of our Assembly here in New York; that needs to change. It is vital to the health of our democracy that everyone sees themselves represented fairly and materially in our governing and judicial processes. With women making up over half of the population of New York, we still have a way to go---and I can't do it alone.*

Diverse representation allows for diverse perspectives, which allows for unmet needs to finally be heard. The pandemic has shown that the need for childcare, for example, is something that impacts everyone, however women were disproportionately impacted. Women unfairly absorbed the impact of the unavailability of childcare during school shutdowns to the detriment of their careers and businesses. Women in government are acutely aware of this issue, which is one reason I moved legislation that incentivizes more businesses to have onsite daycare to better accommodate their employees. Having more women in government will lead to more equitable solutions that we will all benefit from. We can all be the change that New York needs. With your involvement, little girls everywhere are presented with yet another example of what political empowerment can look like. In a nation where women's issues are often maligned, it has never been more important to have the voices of women amplified by our representatives! I am proud to represent you, and to be a part of the fight towards gender equity in all arenas, including political participation. We are one step closer every single day, and I know that with your help we can create a political landscape for our daughters that welcomes, supports, and empowers the next generation.

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