



August 28, 2011 is a day Schoharie will never forget. The destruction caused by Hurricane Irene has affected so many of our members and friends. Disbelief, shock and despair turned to resignation, planning and determination. Temporary living arrangements were immediate concerns, followed by tough, life altering decisions for the future.

“A house is built of walls and beams, a home is built with love and dreams.” More than ever, we know what home means. For those moving on, we hope you remember your “hometown” and wish you the very best wherever your home may take you. For those rebuilding, we hope you will be returning to your home soon. And for those new folks moving into our community, we welcome you and hope you will enjoy living in Schoharie.

While many of our members were directly affected by the flooding, all of us share in the devastation of our community. A community is defined as a group of interacting people, usually in close proximity, often sharing some common values. A sense of community is a feeling that members have of belonging. After surviving

Hurricane Irene, Schoharie residents share a common goal of rebuilding our community. We hope that others see the opportunities that exist and will join us!

Schoharie Promotional Association will continue to assist efforts to rebuild and promote our village and town and invite organizations to join in our efforts.

In the aftermath of the flood and the challenges ahead of us, we have decided not to hold a membership drive this year. We want to sponsor as many of our regular events as possible, hoping to help put the past year’s trauma behind us while bringing some joy to our town. Each event will be tentative based on funding and the state of our village.

With each light that returns to the village, our spirits rise. To quote from Scho-Wright’s sign, “you can’t break the spirit of a true Schoharian.” Our best in 2012 to all our members!

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While Hurricane Irene finds its way into many of our conversations, here’s a look back at some of the positive things in 2011.

**WINTER FUN DAY, FEBRUARY 5TH**



Despite a rain storm, some brave hearts came out to enjoy the fire and skate on the ice rink created behind the Public Safety facility.

Thanks to the Floyd Guernsey for his perseverance!

**COMMUNITY PICNIC, JULY 3RD**

After being rained out in 2010, the 2nd community picnic was held at Fox Creek Park. Community residents enjoyed good food and conversation with Uncle Billy’s Balladeers providing the music.

**CAR SHOW, MAY 28TH**

The first ever Schoharie Sloughers’ Car Show (and the first car show in Schoharie since 1983), would not have been possible without show organizer, Phil Liddle, and the support of the community and many area contributors. Hundreds of people turned out to enjoy a look back at more than 130 classic cars and motorcycles filling the county parking lots. There were vendors and crafters on Main Street, a pig roast by Barbeque Delights Catering, as well as lots of food supplied by Schoharie organizations. Music was provided by DJ, John Calaruso, and wagon rides to the Stone Fort by Jack Miller’s Tractor, Inc. The favorite 30 vehicles were awarded plaques and various awards were presented. Show entries, raffles, contributions, and donations raised \$1350 for the Leatherstocking Honor Flight.

**EASTER EGG HUNT, APRIL 16TH**

The 2011 Easter Egg Hunt was a big success. Our volunteers and participants braved the weather and joined us in Lasell Park for a good time. Starting with a petting zoo in the county parking lot and wagon rides to the park, the kids got to find a basketful of eggs and all took home a chocolate bunny from Sharpe’s Sweets and More. Several large baskets and stuffed bunnies were awarded to the finders of the "special" eggs.



Mission Statement

The Schoharie Promotional Association, established in 1983, is dedicated to promoting the Village and Town of Schoharie by cultivating community involvement, sponsoring activities that will bring people to our community, encouraging alliances with business and community groups, creating educational and fun activities for our community, and beautifying our area.

2012 Officers

- President
- Vice President
- Treasurer
- Secretary

Tentative Event Dates

- March 31st: Easter Egg Hunt
- April TBA: Adopt a Highway Cleanup
- May 26th: Schoharie Sloughers’ Car Show
- July: Friday night band concerts
- September 10th: Annual Village-wide Yard Sale Day
- October TBA: Adopt a Highway Cleanup
- October 20th: Pumpkin Festival
- October 31st: Trunk or Treat
- December 1st and 2nd: Christmastime in Schoharie

**SCHOHARIE RECOVERY INC.**

Schoharie Recovery, Inc. is a not-for-profit designated 501(c) (3) organization formed in response to our local disaster, providing information and resources, volunteer help, and financial assistance for those looking to rebuild our community. For more information visit their website at: [www.schoharierecovery.org](http://www.schoharierecovery.org)

**2011 SPONSORSHIPS**

\$200 scholarships were awarded to graduating seniors Beth Cleveland & Cooper Bowersox. Sponsorship of a little league team continued in 2011.

For more information, visit our website [www.schohariepromo.org](http://www.schohariepromo.org). Check the Community News tab for information for flood survivors, links to videos, and updates on Schoharie businesses. Contact us to add dates to the Community Calendar.

 Friend us on Facebook

I AM ONLY ONE—  
BUT STILL I AM ONE,  
I CANNOT DO EVERYTHING—  
BUT STILL I CAN DO  
SOMETHING,  
AND BECAUSE I CANNOT DO  
EVERYTHING,  
I WILL NOT REFUSE TO DO THE  
SOMETHING THAT I CAN DO.  
(EVERETT EDWARD HALE)

**JULY BAND CONCERTS**

Five Friday night band concerts were scheduled in July. Traditional Strings, a musical group from Knox performed in the courtyard on the 1st. On the 8th, the Ernie Williams concert was relocated to the firehouse due to rain. The Kopy Kats returned with fifties favorites on the 15th.

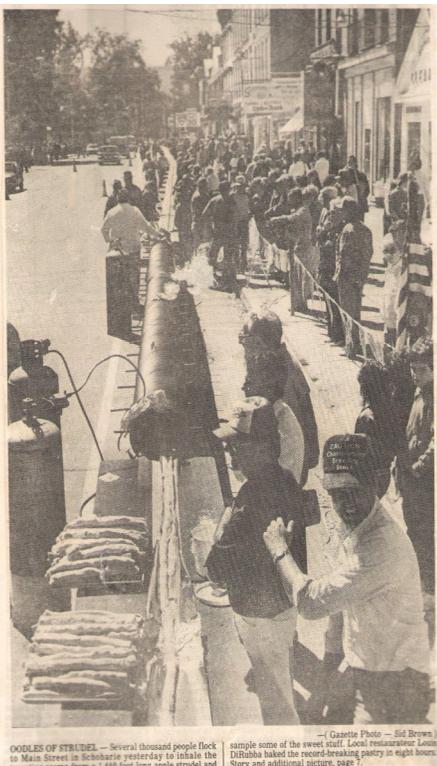
Linda Lee and the Fox Creek Band performed on the 22nd for the Schoharie Country Jamboree. Beginning with a garden tractor square dance, and tractors on Main Street, country favorites and round and square dancing in the county parking lot finished a beautiful summer evening.



Our last concert on the 29th returned to the firehouse with All Them Chops, a 15 piece swing/jazz band.

**FROM THE ARCHIVES**

25 years ago — September 13 and 14, 1986 — Strudel Weekend in Schoharie, sponsored by Schoharie Promotional Association. Lou DiRubba and his co-workers at the Parrott House used 689 pounds of puff pastry, 879 pounds of apples, 2160 eggs, and more than 200 pounds of sugar to bake a 1440 foot long pastry in a 40 foot oven fashioned from culvert pipe lining one side of Main Street. A day to remem-



— (Gazette Photo — Sid Brown)  
**OODLES OF STRUDEL** — Several thousand people flock to Main Street in Schoharie yesterday to witness the sampling scene from a 1,440-foot-long apple strudel and sample some of the sweet stuff. Local restaurateur Louis DiRubba baked the record-breaking pastry in eight hours. Story and additional picture, page 1.

**AFTER THE FLOOD**

On October 15th, working with the promoters of the Schoharie Valley Rock & Roll Flood Relief Concert, a **Fall Fun Day** for children was sponsored and brought out lots of kids.

On Halloween night instead of the customary trick or treating in the village, a concept sponsored by churches and organizations was planned. **“Trunk or Treat”** night was a huge success and brought lots of children and parents to Main Street, as well as many creative people who brought their decorated vehicles to the village to generously hand out candy. What a great night this turned out to be and our thanks to everyone who participated. Many expressed a desire to continue this every year and is something we will consider for 2012.

**Christmastime in Schoharie:**

On December 3rd and 4th, Promotional partnered with Kiwanis and the Schoharie EPTSO to bring Christmastime to the village. Some location changes had to be made, but Friday night brought out one of the biggest crowds we have ever had. Saturday’s program at the Elementary School also brought many people to a variety of planned events. The village looked festive with lights, trees, and kissing balls decorating Main Street. A huge thank you to the many people who helped bring this celebration to town.

**SCHOHARIE BUSINESSES**

Welcome back to some, welcome new, and thank you to all who were able to remain open. To those who are not returning, we will miss you. We hope that our empty storefronts will soon be filled with needed businesses and services. More than ever, our current businesses need our support. PLEASE shop local whenever you can!

Our community will return — maybe not exactly as we remember it, maybe better! Schoharie is still a great place to live!



**2011 ACCOMPLISHMENTS**

❖ Most of our half-barrel flower planters were in pretty bad shape. Twenty new half-barrels with liners were purchased and planted in the spring with flowers donated by Schoharie Valley Farms. Only a few barrels survived the flood, although we continue to get reports of sightings.

❖ After researching a number of trash cans receptacles, we decided the trash can covers originally designed by Jim Getman more than 20 years ago served well and were better than industrial designs. Mark Traver studied the design and built 6 replacement covers. Lost in the flood, five of the new covers have since been recovered, cleaned, and resealed. Two were found in debris off Letterman Lane, one was in the front bushes of the former St. Joseph’s Church, one was behind Wright’s Law Office and one just appeared on the sidewalk.

❖ Of the 12 large snowflakes that Promotional purchased many years ago, only six are used at Christmastime because the others hang out on the street far enough to be in danger of being hit by large trucks. The village crew cut down, rewelded, and painted 6 of the snowflakes. Promotional purchased a spool of wire and sockets to rewire the snowflakes with new LED bulbs. Unfortunately, everything was damaged by flooding. Hopefully by next Christmas we can finish this project.

❖ Four street banners to advertise our major events were purchased. We have run into a problem obtaining the necessary permission to hang them from utility poles. We will work on finding a solution to this issue.



❖ Storage of Promotional items has always been an issue, with material stored in many locations. An Amish-made shed was ordered and has been located (post flood) at the village treatment plant. Please let us know if you have any items currently in your possession.

**A FINAL WORD: VOLUNTEERS**

*Where would we be without them? What a wonderful group of people (far too many to list here) who came from near and far to help and/or lend support. With those horrible images of destruction, clean-up, and tear-downs burned in our memories, perhaps the kindness and caring of others can help relieve some of the pain. We’ve heard some people say that they would have just walked away if it hadn’t been for the volunteers showing up at their doors offering their help! We are fortunate to have great neighbors!*