



New York Small Scale Food Processors Association

Spring Newsletter

March 2011

Happy Spring!

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MESSAGE FROM OUR CO-CHAIRS, BONNIE YOX AND KEANE CHASTEN

As we go to press Bonnie in Allegany Cty. has been dealing with a knee replacement, family illness and maple syrup flowing. Keane, across the state in Queens, is as busy in celebrative way with her first grandchild, Konor Joshua!

However, both are on a mission to really ascertain the needs of our members and new directions for our Board to build its capacity. One to one calls to Board members are already driving changes in our outreach through our website. It will not only be updated, but changed to both reflect our offerings and strengthen the process of delivering those services.

We all anxiously await the responses from the “Monkey” survey sent this week to members from Board member, Miriam Haas’s office. This is a chance for all to participate in strengthening the value added businesses we represent. We are listening!

CLARIFICATION

In our comment following the fine article in our Fall Newsletter (see on line at www.nyssfpa.com) by Pam Masterson on the doubling of fees for our processors, the same for a large corporation as for our small scale processors, we apologize for any misunderstanding . We totally agree that the doubling of these fees from \$200 to \$400 for all processors alike, large and small, is unfair. Any necessary rise in fees should take size into account. Support of small businesses across our state is part of the answer to our financial crisis. We believe that we need to "feed the roots" since "growth trickles UP"!

Announcement

"The Food Venture Center just learned their funding allowing waiver of fees for scheduled processes, amendments and lab analysis was eliminated.. As of April fees will be necessitated to continue these services. For details, contact Cheryl Leach, 315-787-2273 or cal35@cornell.edu."

Introduction of our Board Members:

Rita Hindin

I'm honored to be a new Board member of NYSSFPA. I bring to NYSSFPA a wholehearted commitment to provide broad support for increased capacity for production and, in turn, for expanded availability of and access to value-added foods that are the product of small-scale local/regional production—the kind of food I prefer to eat. My background is in public health (Masters of Public Health, PhD in Epidemiology); since the '80's I have worked in both the public/governmental and academic sectors providing and evaluating targeted public health services to groups with particular risks. For at least the past 15 years, I've become increasingly clear that what and how we feed ourselves fundamentally affects the public's health—from the healthfulness of the food we consume to the value of dignified work for health and well-being to the ecological impacts of how our food is produced and transported. . . I believe that "non-anonymous", small-scale value-added food production is another fundamental, bottom-up response to many of the same systemic challenges that are inspiring the re-localization/re-regionalization of our sources of fresh produce.

I'm not all "theoretical". Back in 2006 when my daughter was directing an after-school program at an underfunded school in western MA (where I too was then living), I initiated a small community service project in support of her community. Since "food's my thing" I thought to collect "spare" tomatoes (and other sauce ingredients) from area farmers in the height of the season, organize a few friends and parents and ask to make use of the wonderful Western MA Food Processing Center (<http://fccdc.org/fpcabout.html>) to turn those items into a sauce that we then gifted to the school district. We got lots of publicity; the project was very well received and ran for 3 years. There were several take-home messages, but for me primary was that small-scale value-added food production is the way to go. I'm now in the metro NYC area and am working to expand such opportunities here.

Thomas E. Szulist

Born in Buffalo NY, Tom and his wife Vivianne are co owners of Singer Farm Naturals, located in Appleton NY. Singer Farm

Naturals is committed to ecologically sustainable practices and ideals.

Tom was formally trained as an industrial engineer and retired from a career as a stockbroker specializing in ownership of small entrepreneurial companies. His knowledge and insight brings a different point of view to the agricultural industry. Especially passionate about garlic, Tom grows over 80 organic varieties.

Elizabeth Beals

Liz is a graduate of the Culinary Institute of America and has worked for Beth's Farm Kitchen for 7 ½ years. She has been involved with Small Scale Food Processors for about 5 years.

Jeri Woodhouse

Owner of the North Fork Specialty Kitchen in Cutchogue, LI, has received its certification as an organic handling facility, so can produce organic products for restaurants, farmers markets and wineries, as well as for small scale food entrepreneurs. Currently, the kitchen is producing 45 products many created by Jeri and others which she co-packs for other entrepreneurs.

Andrew Dufresne

The Executive Director of the Concord Grape Belt Heritage Association, Inc., a non-profit organization. Retired from Cornell Cooperative Extension in 2006 after a 33 year career with positions in Steuben, Jefferson and Chautauqua Counties as an agricultural extension educator and Executive Director.

He has been involved in the formation of the non-profit organization the Concord Grape Belt Heritage Association, Inc., serving as a director and treasurer since incorporation in 2004. He also led efforts in the creation of the Lake Erie Concord Grape Belt Heritage Area, the first agriculturally focused Heritage Area in the New York State Heritage Area Program.

Amy Y. Jackson

A native New Yorker and former professional actress, Amy has lived, gardened, cooked, and been active in food politics in California, Houston, and New Orleans.

She became a food processor in 1995 in Houston, developing a line of products from her home-grown fruits.

She currently runs her own restaurant, Amy's Take-Away in Lanesville, New York (Catskill Region), serving lunch and dinner and doing off-site catering.

Her mission is to serve healthy, authentic, uncommonly delicious food that connects us to the soul and flavors of cuisine from all over the world. She is passionately committed to supporting local growers and food processors and to buying seasonal and regionally produced ingredients whenever possible. She would love to create tasting events on her beautiful (albeit somewhat remote), property. If any NYSSFPA members would be

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interested in demoing their products, please contact her. (Sorry! She's a Luddite) at (845) 688-9759.

Nirmala Gupta

Started Bombay Emerald Chutney Company in 2004. Since then selling gourmet local authentic Indian chutneys in local Farmers' markets as well as online. Member of NYSSFFPA since 2007. Also member of Farmers' Market Federation of NY, and Pride of NY. Graduate of L.I.U. Retired from Blue Cross Blue Shield in 2007 after 22 years of service as Business Systems Analyst. Producing and marketing these chutneys is my passion.

How to go from Foodie to Food Entrepreneur

Written by Agathe Blanchon-Ehrsam

So you're a food fanatic who makes incredible chili marmalade and is kept awake at night thinking about ways to perfect your salted caramel cookies? All your friends love your artisanal culinary creations—you've even had offers to buy your products, so what's stopping you from becoming the next Rick's Picks? There are a lot of talented chefs, bakers and picklers whose food ideas never leave their home because they lack access to commercial production space or the business know-how necessary to get their venture up and running.

Enter HBK Incubates—a small business incubation program that helps foodies turn their gastronomic dreams into reality. Located in East Harlem, HBK Incubates, offers licensed kitchen space as well as business support to local food entrepreneurs. By providing assistance with recipe scale-up, marketing and distribution, HBK Incubates helps fledgling foodies grow their small operations into scalable businesses without the cost of building out their own kitchen.

Launched in January 2011 by non-profit bakery Hot Bread Kitchen, HBK Incubates has already helped 6 aspiring business owners scale-up their operations. One such business is Daisita Bakery. Started by husband and wife pair Elvis Hernandez and Daisy Bueno, Daisita Bakery was an at-home Dominican cake baking operation with more orders than their home kitchen could accommodate. After being accepted into HBK Incubates, Daisita has been able to gain new wholesale accounts, hire two employees and purchase a truck.

Food businesses are admitted into the incubation program on a quarterly basis, and new businesses will be entering the program in April. Submit your application by May 31st, 2011 to be part of the third wave of entrepreneurs. For more information regarding HBK Incubates, check out the HBK Incubates tab on www.hotbreadkitchen.org

website or stop by to attend a kitchen tour. The schedule of kitchen visits, offered in English and Spanish, is available on the Calendar feature of the website.

In addition to small business incubation, HBK Incubates rents space to established food businesses in need of production space. Hot Bread Kitchen's first commercial tenant, Screme, is a high-end gelato manufacturer with two retail locations in New York City. After losing their production facility on very short notice, Screme began producing out of HBK Incubates' kitchen. Moving into the incubator allowed Screme to keep two retail locations open while they looked for a new production space and helped them to protect the jobs of their retail, production and administrative staff as well as their delivery truck driver.

HBK Incubates still has space for a few more commercial tenants, so hurry to take advantage of their brand new, Manhattan-based kitchen facility. They're looking for businesses that can commit to more than 20 hours per week on a multi-month contract. Contact incubator@hotbreadkitchen.org for more information.

January 2011 Northeast Organic Farming Association (NOFA) Annual Conference and our Small Scale Food Processor Association (SSFPA) Annual Membership Meeting

by Mimi Fix, with contributions from Liz Beals, Alison Clarke

During a chilly weekend in January, more than one thousand NOFA and SSFPA members arrived in Saratoga Springs for *Diggin' Diversity*, NOFA's 29th annual conference. NOFA offered full and half-day intensives, plus a variety of shorter workshops throughout the conference, which began Thursday January 20th and wrapped up Sunday the 23rd.

Liz Beals attended the workshop Emmer and Other Ancient Grains. Thor Oeschner, Oeschner Farms, experimented with growing emmer last year and presented his findings, such as emmer is a self-sufficient plant, is a heavy producer, and is a quality grain that can be used for foods like pasta and bread. He now farms 600 certified organic acres in Newfield, NY, where he grows a wide variety of grains. Flour City Pasta, a Rochester business owned by Joe Stadt, purchases Oeschner's emmer.

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Liz was so intrigued by this presentation, two weeks later when she was at the Central New York Regional Farmer's Market in Syracuse, she was determined to find Joe's stand. She told him that she'd heard Thor speak and that spurred her to buy some of the emmer pasta. By the end of the purchase Liz had invited herself to make pasta with Joe, the next time she was in Rochester! That's networking!

Liz also attended Jim Hyland's presentation on co-packing. Jim and Luc Roels own Farm to Table Co-Packers, located in Kingston, NY. They currently co-pack Rick's Picks, Pikka's Quiches, and The Brooklyn Salsa Company. Jim talked about how co-packing works and gave estimated prices on products they have jarred or frozen. He also explained about individually quick freezing (or IQF) his green beans. This process creates a higher quality product that can be sold to homes and institutions, and can be steamed directly from the bag. Another workshop was sponsored by our SSFPA, a roundtable discussion, "Running Your Business Effectively and Profitably: Food, Energy, and Sustainability." The workshop was moderated by Alison Clarke, our longtime SSFPA secretary. Other presenters were Gretchen Hanchett, Business and Community Development Director, ACCORD Corporation; Bill Jordan, Jordan Energy and Food; and our board member Mimi Shotland Fix.

There were thirty to forty participants, mostly small business owners from across NY State at varying stages in their businesses. We began to discuss issues that affect small business owners. One participant, who owns seven-month-old Brooklyn Salsa with two partners, asked about growing their business. He wanted information and help with direction and distribution, and explained their need to find distributors, brokers, and salespeople, now that they are at "the next level."

The discussion moved to the need for all business owners to think about their motivation for growing a business. The American mindset is to expand from coast to coast, but that incurs additional expenses once distributors, brokers and the sales force enters the income-producing chain.

Is expanding coast-to-coast the only way to stay profitable? It depends upon one's motivation. As business owners we each have our own ideas and personal needs/visions. If making money is the motivator, staying smaller and looking at other ways to expand (more local outlets, additional products) may bring in more income than national growth. Miriam Haas, another SSFPA longtime member and recent co-chair, mentioned that staying local may be of greater financial benefit. This discussion prompted a few others to speak up. One woman whose thirty year-old wine company had (slowly) expanded to that next level, said once they hit a certain

point, all those other things that helped grow the business took more of the profit and ate into their income. They evaluated and scaled back and then made more money. Two other people said the same thing. For folks like The Brooklyn Salsa owners, smaller-might-be-better does not fit their philosophy. We made it clear that whichever way a business decides to go, we are here to help.

Just before wrapping up the session a member of the business collective Once Again Nut Butter, responded that they started as a small collective making peanut butter in Rochester and moved to Nunda (Finger Lakes Region). They grew and began working together with farmers in Nicaragua who grow many of the raw nuts, always paying a fair price. They market nationally, but haven't lost the original working collective and profit sharing relationship. This added another dimension to a good dialogue.

The conference also included a trade show with numerous interesting displays. The SSFPA had an information table along with our Taste the Region display of gift boxes. These boxes have products from members in five of the eleven regions and we're working on expanding our offering.

Late in the day on Saturday, we had our annual membership meeting and product tasting. This was our 10th anniversary! Happy Anniversary to us!

Hope to see you all next year. In the meantime, let us know what kinds of issues and topics we can offer so that we can be of help to you.

Home Baking for Profit: Over 100 Best-Selling Bakery Recipes

by Mimi Shotland Fix

Over the past few years, the food trend toward healthy, homemade, natural foods has picked up its pace. Currently, even mainstream America cites the virtues of healthy, local, seasonal foods. New farmers' market venues are opening and many are increasing their days to run year-round. As these trends have grown, so has the interest in producing and selling homemade foods.

My food industry experience began in the late 1970's. As a soon-to-be single parent with few job prospects, I began a home-based baking business and earned enough to support myself and my daughter. Since then I've owned and

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operated several successful retail bakeries, worked as head baker and pastry chef for multiple restaurants, was featured in *Cooking Light* magazine, developed products for corporate food companies, and tested ovens for a major appliance company. Later, I returned to school for an MA in writing and food studies. I own Baking Fix, a culinary consulting firm and my website, BakingFix.com, provides continued support for the home-based baker. I regularly blog about running a home-based food business. After thirty years in the retail and commercial food industry, I wrote *Start and Run a Home-Based Food Business*.

As a companion to this book, I recently wrote *Home Baking for Profit: Over 100 Best-Selling Bakery Recipes*. This book is for anyone who bakes and sells or simply wants to learn tips and tricks from a professional. It's a must-have resource for all home bakers who want to improve their products and skills. *Home Baking for Profit* is part cookbook and part professional baking manual. From ovens to ingredients to proven best-selling recipes, you will learn more about home baking than you ever thought possible. After years of combined retail, commercial, and home baking experience, I share what customers want, and all businesses need to know, by explaining how to:

- Produce baked goods in a fast, simple, cost-effective way
- Bake professionally with consistent results
- Create unique products
- Turn baking into profitable sales
- And more...

Home Baking for Profit is more than your typical baking cookbook. It has two distinct parts. Part one explains about baking and includes all the secrets I've learned throughout my retail, commercial, and home-based baking career. It contains short-cuts, tips, and proven results rarely found anywhere, including tips for recipe and product development, shortcuts for how to improve kitchen production, and how to adapt commercial baking to home baking. Plus it covers everything you didn't know to ask about how heat and ovens affect your baked goods. I draw upon my experience working with and calibrating both home and professional grade ovens to help readers fully utilize their home ovens. Part two includes more than 100 of best-selling recipes with variations and creative ideas to help turn them into signature baked goods. Plus you'll find *Insider Tips* for maximizing sales appeal. Recipe categories include Brownies, Cookies, Bars, Muffins, Coffeecakes, Sweet Quickbreads, Pound and Bundt Cakes, plus a chapter on recycling excess products.

Many authors with little or no experience hold themselves up as experts. But with my thirty plus years experience in the food industry, my book actually gives readers usable

and productive tips, secrets of the professionals. This book is clearly a recipe for success. For more information please visit my website's Bookshelf.

Support NYS Bills S3321 & A5164 for a Honey Standard

by Pat Bono

At the end of February bills were introduced to both houses in the NY Legislature, for a Standard of Identity for Honey (see: RochesterHoney.com), <http://open.nysenate.gov/legislation/api/1.0/html/bill/S3321-2011>, sponsored by Senator Griffo; <http://open.nysenate.gov/legislation/bill/A5164-2011>, sponsored by Assemblyman Magee.

This is a very important piece of legislation to establish a definitive Standard of Identity for Honey. The goal is to preserve the image of New York State Honey, and give the consumer assurance that pure honey is sold in NY. Protection of New York beekeepers and honey producers from unfair mixing, blending and sale of cheap inferior, imported products gives the industry the strength and professionalism to elevate the product, not by placing additional financial burden on the State of New York, but by giving beekeepers a standard to preserve for the consumer, nature's perfect food.

I urge you distribute this information and to contact your State Legislators,

-STATE SENATOR- <http://www.nysenate.gov/>

-ASSEMBLYMAN- <http://assembly.state.ny.us/mem/>

- NY Ag & Markets Commissioner Aubertine, commissioner@agmkt.state.ny.us

-Gov. Cuomo,

<http://www.governor.ny.gov/contact/GovernorContactForm.php>,

-Lt Gov. Duffy

Here is a link to the Rochester Democrat & Chronicle front page article on the NY Honey Standard, 3/2/11:

<http://www.democratandchronicle.com/article/20110302/NEWS01/103020340/-1/7daysarchives/New-York-producers-pushing-define-what-honey>

Pat Bono,

Coordinator for the New York Honey Standard of Identity Empire State Honey Producers Assn. (eshpa.org) RochesterHoney@gmail.com, Rochester, NY.

Marketing our Taste the Region Specialty Food Gift Boxes.

by Alison Clarke

One of the avenues for marketing our Taste the Region specialty food gift boxes has been realtors giving gifts to those to whom they sell homes. Another has been holiday gifts for corporation employees and clients, and other holiday venues such as co-ops and farmers markets.

Besides the big December holidays, there are also Valentines, big red ribbon around a box; St. Patrick's day, a green ribbon, Easter, white and more. Then there are Farmers Markets, largely during the growing season but now in some winter markets as well. Are you interested in selling some boxes in venues you attend? Of the \$45 retail price, if bought directly, customers can save the shipping cost.

\$5 per box is allotted for marketing and that could be yours. Are you a vendor at a farmers market, and might be interested in displaying the box on consignment at your booth?

Some markets require all local ingredients but there are many that honor locally processed items and would support the Taste of a Region product line at their venue. Currently we have regional boxes from the Adirondacks, Hudson Valley, Central NY / Leatherstocking, Long Island, and the Finger Lakes. We have been approached to put together an Erie Canal box in the coming summer and other regions are on the "drawing board".

Are you a business member of a Chamber of Commerce or a Tourism Bureau? Or other places where we know there is support for helping small businesses like ours?

Our shipper/packers are in each region where we have created a Taste the Region specialty food gift box, so that it should be possible to arrange some consignments.

I hope this has given you a start on helping us brainstorm locations for direct sales. Because specialty shops want a much higher mark-up, and we don't want to raise the retail price, we are unable to market through these shops at this time.

Let me know if you are interested in helping in any way and making a small stipend for your time and effort. For any questions, please contact Alison at 585-244-2711 or accompost@gmail.com

Do you or a processor you know use a heritage recipe to make your product? If so contact Alison Clarke, accompost@gmail.com

International Restaurant Show Javits Center, NYC Aisle 1000 Pride of New York Showcase February 27, 28 and March 1st, 2011. Beth Linskey, Beth's Farm Kitchen

It is a rush to go to one of these big shows, everyone with their tags and starched aprons. At 10 am the floodgates were opened and the public arrived. They came in all sizes, colors and degrees of knowledge. Sunday was 22% larger attendance than last year and all of us (The Vendors) felt it. Business cards, brochures and even toothpicks were GONE in no time.

Back again for Monday's onslaught, lots of the really serious shoppers came, Eli's, Zabars, Gourmet Garage, as well as A/A packaging (plastic Jars), Genero D'Alessio, a food distributor.



We had lots of excitement on Monday when City Council President Christine Quinn and Darrel J. Aubertine, Acting Commissioner of Agriculture came to see all of us New York small to mid-sized businesses with a press contingent. Bob Lewis, our wonderful, resourceful Ag & Market representative arranges this whole aisle of local vendors, many of whom are NYSSFPA members. Jeri Woodhouse (Taste of the North Fork) and I have shared a booth for 2 years and we always get some business, not a lot but one or two new accounts. Last year we got the idea to go to Slow Food Conference in Turin, Italy. We both stress our ability to private label and co-pack.

My Brother Bobby's Salsa, Rick's Picks, Katchkie Farm, Greenmarket Wholesale market, The Ravioli Company, Orwasher's Bakery, Ronnybrook Dairy, Red Jacket Orchards, Anthony Road Winery, Farm to Table, and Basis: Farm to Chef are a few of the local vendors I knew.

Bombay Emerald Chutney Company's Achievement



Recently Bombay Emerald Chutney Co. was one of the finalist in a contest – Next Big Small Brand. The Winner selection was hosted at Brooklyn Winery on January 12th, 2011. Bombay emerald Chutney Company was the runnerup. To watch the video visit <http://bombayemeraldchutneyco.com>

The event was covered by Daily News.

NEW RESOURCE FOR INSURANCE

For a long time we have been hearing of the difficulty our processors had in acquiring reasonable liability insurance in the NYC and LI regions. After months of working through many insurance people, member Katherine Gregory, owner of Mi Kitchen es su Kitchen in the NYC REGION, gave me names of several insurance carriers who she found reasonable for her clients. After calling them, Bob Bleistein, owner of Eastern Classic Coverage appeared to have a good understanding of our needs. Bob brings a solid business background within retail and food industries. The exciting thing is he offers policies in the NYC region that are comparable to those he offers upstate, many in the \$425 range working directly with each business. We are currently awaiting a potential group health policy from Classic Coverage we hope to offer our members. Contact for further information: bobb@classiccoverage.com or 631-422-8585. Let him know you were referred by NYSSFPA.

Calendar of Events:

April 2, 9, 30, May 7 - Value Added Food Production, a SUNY Sullivan-Sullivan CCE . course . Contact: Kristin Geeslin, kgeeslin@sullivan.suny.edu or 845-434-5750 Ext 4382. Scholarships available.

April 13 8:30am to 4:30 pm. "Farms, Folks and Funding: Cultivating Leadership through Research and Practice"
Inn on the Lake, Canandaigua, NY . . \$40 professionals, \$20 students. Further information: Khristopher Dodson, 315-443-8818 or kdodson@syracusecoe.org

May. 28 - Fleishman Memorial Day, Delaware Cty .Opportunity to showcase organizations and processors nearby. Free for not for profits Contact: Yvonne Reiter: 845-254-3030, evyg3@optonline.net.



Small Scale Food Processors Association of NY
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To:

NYSSFPA Board Members

Bonnie Yox, Co-Chair, Allegany
Keane Chasten, Co-Chair, NYC Region
Alison Clarke, Secretary, Finger Lakes
Elizabeth Beals, Treasurer, Hudson Valley
Rita Hindin, Fundraising
Cheryl Leach, Membership, Finger Lakes
Nirmala Gupta, Newsletter, NYC Region
Miriam Haas, Hudson Valley
Beth Linskey, Hudson Valley
Jeri Woodhouse, Long Is.
Paul Yox, Allegany
Mimi Shotland Fix, Hudson Valley
Tom Frey, Adirondacks
Andrew Dufresne
Amy Jackson
Tom Szulist

Deadline for the Summer issue of the newsletter:
June 15, 2011

Submit articles to: Nirmala Gupta
bombayemerald@yahoo.com

If your NYSSFPA membership fee is due,
a renewal form is enclosed.

Individual membership fee for 2010 is \$30. Your
membership expiration date is listed
on your address label.

Consider becoming a board member.

We need your ideas and energy.

Our goal is to have all regions represented.

**Now you can use Paypal on our
website**

[http://nyssfpa.com/html/membership/
index.html](http://nyssfpa.com/html/membership/index.html) to pay for your annual,
renewal or corporate membership
dues.