

SHP has had several key positions filled by local youth who read the magazine or visited the web site's job postings. In fact, during the past 2 years, Sweet Home has nurtured and developed an impressive young staff of print/web designers, and audio/video wizards. They have allowed the company to offer television commercial production, as well as other longer form video, such as recruitment and industrial videos. They create web sites of increasing sophistication and ease of use, often embedding their video production.

As additional self-published web and print productions joined *Sweet Home Careers*, Sweet Home Productions took to branding with a vengeance. They soon created *Sweet Home for the Holidays*, *Sweet Home Cooperstown*, *Sweet Home Savings*, and their flagship, *Sweet Home Oneonta*. It is difficult to escape the Sweet Home logo, especially with the recent printing and intensive distribution of the *Sweet Home Oneonta* magazine.

SHP is particularly proud of its relationships built and its subsequent collaborations with The Daily Star, The Central New York Radio Group, and Time Warner.

In addition, the College at Oneonta, Hartwick and the Oneonta Job Corps have been invaluable resources for interns and work-based learning students. Their contributions to the company in these first 2 years cannot be over estimated. Neither can the support of our good friend and investor, Tom Vasta of the beautiful village of Stamford, NY.

It's a difficult economy, and nothing is certain for a young company, except this...
Hard work and a desire to serve will have its reward.

Most days, that is defined by the smiling face of a neighbor.