



Brattleboro Development Credit Corporation Newsletter

Number Seventeen

Winter 2004

Brattleboro is Home to New Chapter Herbal Supplement Supplier

Quietly, at 22 High Street, on two floors of the four-story building, New Chapter is building an important business as an herbal supplement supplier.

The company, which has been in the Brattleboro area since 1986, and in its present location since the late 1990s, employs over 100 people, and has worldwide distribution of its products.

Paul Schulick the company founder and CEO began his business in 1982 in Lexington, MA but moved to Vermont for a lifestyle change in 1986. Schulick, who is not a medical doctor, said he “always wanted to be in the healing profession.” While he trained as a psychologist, he said he became interested in herbal medicine from personal experience. “I had better results using herbs than pharmaceuticals for a digestive disorder.”

Eventually in the 1970s, he said, he started studying herbs. Herbal medicine, he said, “is a very old way of medicating.”

Schulick’s credentials in herbal medicine are impressive. He is the author of the best selling book, *Ginger: Common Spice & Wonder Drug*, now in its third edition and co-author with Tom Newmark of *Beyond Aspirin* and *Life Bridge*. He is a respected researcher, lecturer and formulator of natural therapeutic products and received certifi-

*New Chapter
CEO Paul
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cation as a master herbalist from Dr. John Christopher. He currently focuses on international scientific research in herbal medicine, exploring multiple databases. He is a Professional Member of the American Herbalist’s Guild and teaches at the University of Massachusetts at Amherst.

Schulick describes New Chapter as “a small company owned by families and friends, based in Brattleboro, Vermont and our 80 acre organic estate near the Children’s Rain Forest of Costa Rica.”

“Since 1982, our mission, our passionate commitment, has been producing the finest probiotic nutrients and herbal formulations in the world,”

said Schulick. “Our purpose is to create the finest products that are truly natural, made of 100% real food and herbs. We have never made products with chemical isolates or solvents, and we won’t. We culture all our vitamins and minerals, and we always will. They are not

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Company News

Do you have news of interest to the Brattleboro business community? Has your company expanded, introduced a new product, won an award?

Send your information to:

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From the Executive Director

Occupancy at the Book Press building continues to grow. Currently we are at 38 percent of capacity. Granite City Electric is leasing 8,000 square feet until they can build their 13,000 square foot warehouse and distribution center at the Exit 1 Industrial Park. That building is on land sold to them by BDCC. We have signed a lease with Northampton Plumbing Supply for 12,000 square feet of space starting approximately March 1. Omega Optical is leasing 5,000 square feet of space in anticipation of their new building at the Delta Campus. In total, The Book Press building is 304,000 square feet.

The two-day open studio event held at the Cotton Mill in mid-November was a great success. The purpose was to allow the public to watch a variety of demonstrations in glassblowing, pottery making, a trapeze display and woodworking and to be able to purchase items. Between 400 and 500 people visited the studios. We will be holding the next such event in May during the state-wide "open studio" event.

We recently leased space to Oak Meadow Inc. a company that makes teaching materials for home schoolers. The company leased 3,200 square feet and will move from Putney. We have 136,000 square feet of space occupied, or 89 percent of the Cotton Mill leased.

There is the potential for several new businesses in the area. We are currently under discussion with a Florida-based cheesecake manufacturer looking for a Vermont location. We are also helping a Vermont-based natural foods manufacturer with a possible expansion.

In new construction we have the previously mentioned 13,000 square foot Granite City Electric warehouse slated for



spring occupancy. Also, as mentioned earlier, the Omega Optical Delta Campus will be completed in early summer on the Guilford Road. This involves over 140 acres of mixed use for both industrial and residential occupants.

The economy in general here is improving. Based on the number of inquiries I'm getting for business expansion and startups we are beginning to see the start of an economic upturn. The only trend I can discern is in non-traditional manufacturing. We are seeing interest in food processing service industries and warehousing and distribution businesses.

Another indicator of improved economic health in the county is our unemployment rate, which has remained steady at about 3.8%. There has also been an increase in the average wage level in non-farm jobs.

I'm optimistic for 2004. Economic growth will continue to accelerate and more jobs will be created. We continue to have the capacity for more growth in the county.

For the upcoming legislative session I see BDCC remaining supportive of government initiatives on permit reform. We are also meeting with representatives of the telecommunications and high speed Internet sectors to help facilitate improved infrastructure for those services.

Finally, my staff and I wish everyone a happy and prosperous New Year.

Brattleboro's Economic Outlook is Positive for 2004

According to Greg Worden Chairman of the Brattleboro Select board, 2004 should be strong. "We anticipate a good year, people are working well together and that cooperation between the town and BDCC, and the Chamber of Commerce and others will work to make a better year."

Not that 2003 was a bad year. Downtown traffic is once again unhampered by construction delays with the completion of the new transportation center, and, according to Worden, there are just a handful of empty storefronts downtown.

Worden, who owns Vermont Artisan Designs a craft gallery and Kitchen Sync, is upbeat. "Brattleboro is looking good. We had a long summer of construction but that is finished. We have a new bridge, and transportation center with 305 spaces. Traffic is flowing normally."

"Parking in town is now greatly improved," said Worden. "It's been a long time coming," he acknowledged.

Worden sees a lot of activity in town with the Brattleboro Arts Initiative purchase of the Latchis Theater and its renovation into a performing arts center as well as movie theaters. The early December benefit for the theater by Paul Winter sold out all 750 seats.

Worden credits Building a Better Brattleboro and the Chamber of Commerce who have worked in concert to strengthen the downtown and fill empty store fronts. He also sees the Putney Road as near capacity.

On the job front, retail during the

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holidays was beefed up and Worden hopes this will continue. "I've heard good things from the street about holiday sales although as of late December it's hard to get an exact figure," he said.

In general, he said, storeowners were optimistic. "We had a lot of out of town visitor traffic as well."

"We're working hard to create jobs and have started the Brattleboro Foreign Trade Zone," said Worden. The FTZ is currently undergoing application review at the Foreign Trade Zone Board of the US Department of Commerce. "We are trying to create another mechanism to fill the empty warehouse space in the Town of Brattleboro," Worden explained.

Perhaps the greatest weakness in the economy, he said, is the large amount of empty warehouse space.

Also, town taxes are high, but, said Worden, "we're working to make unproductive space productive to balance things and lower the over tax burden by

creating a better grand list."

BDCC's Kurt Isaacson Elected to VMEC Board

Kurt Isaacson was recently elected to join the Board of the Vermont Manufacturers Extension Center.

Terms are two years in length.

VMEC's Mission is "To Improve Manufacturing in Vermont and strengthen the global competitiveness of the state's smaller manufacturers." This is done through professional consulting, one-on-one coaching and public/onsite workshops to help Vermont's approximately 2,000 small and medium sized manufacturers increase their productivity, modernize their manufacturing and business processes, adopt advanced technologies, reduce costs, and improve their competitiveness. Increased competitiveness means greater stability in the state's work force, improved efficiencies in operations, more customer satisfaction, and increased sales and profits.)

New Chapter

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synthetic—they are food. We are committed to supporting and protecting the environment, and our Costa Rican farm is a world model for organic sustainable farming in the rain forest.”

The company buys its herbs from Costa Rica and Indonesia and other organic growers elsewhere in the world. Products are processed and packaged in Brattleboro. In all there are 70 New Chapter products. The company occupies 15,000 square feet of space at High Street. While Schulick won't divulge revenues, he said the company did “several million dollars in sales annually.”

“Business is doing very well,” said Schulick. “The public looks for health support that works,” he explained. So good are sales for the company, that it shows a steady annual increase of 30



New Chapter packages its herbal supplements in Brattleboro

percent in sales. “It’s going to keep growing,” he predicted.

The company’s most popular products are its multi-vitamins. According to Schulick, New Chapter “occupies a high end niche category. We don’t compete on price.”

Schulick is very happy with his company’s Vermont address. “Being in Vermont is wonderful,” he said. “Brattleboro is fabulous.”

New Chapter is online at www.newchapter.info

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