

Re-connect with Nature!

Spring 2012

March 9th – June 16th, 2012

We aspire to inspire with an “Inn-spirational” Adirondack Mountain lake resort and retreat that offers you a re-connection to nature in an imaginative, interactive, fun and educational immersion – in one of the last of its kind. We offer these unique immersions through special events, celebrations, seasonal offerings, interpretive culinary experiences, educational programs and Great Camp style Getaways.

March 4th – 8th Culinary Naturopathy Institute: Going Beyond Local

Highlights: Welcome to an opportunity that takes place only twice a year: a five day, intensive, fun and interactive Culinary Institute based on Executive Chef Cathy Hohmeyer’s post-graduate work in a internationally acclaimed culinary philosophy she has created entitled “culinary naturopathy.”

The rage today is to buy local. However, this is only the first step in wellness and sustainable cooking principles. How you prepare those local meats and vegetables and understanding how you can maximize their nutritional properties is the next step in creating wellness cuisine. Then, combine this with Old World principles of nutrient dense foods found in the creation of bone broth soups, slow cooked roasts and scrumptious sauces made from their simmering juices and vegetables. Fuse this with the science of combining the properties of certain natural herbs and spices and essential oils to bring out their medicinal qualities and you have just brought home a cooking style that is nutritional and delicious.

5 Days – 4 nights – Over 10 Culinary Classes & Demos – 2 Unique Beer & Wine Tastings – 2 Philosopher Pub Dinners – 2 Five Course Tasting Dinners – 4 Culinary Naturopathy style lunches – 4 Adirondack Breakfasts – A Visit to Another Adirondack Chef – Adirondack Arts Passport of Tours & Discounts - 4 nights in an Artisan lodging in 1 of the last original Adirondack lodges still open to the public in the spring window of NYS only wilderness canoe region:

[Click for more Details](#)

March 9th – 11th Being Spring Spry Wellness Weekend

Highlights: The ides of March are here and that means spring is around the corner. It is 2012 and to many a mystical year – and a great opportunity to create a new beginning. Relax and rejuvenate in our 18,000 acre natural spa known as New York State’s only wilderness canoe region. Develop a personalized wellness package with the Adirondack Wellness Guild. Participate in wellness classes. Savor an interpretive wellness dinner. Immerse yourself in a culinary class “New Foods Based on Old World Traditions.” Reap the benefits from a special package with the Adirondack Arts Guild: visit their studios, be stimulated by their nature and enjoy special discounts as part of this Spring Wellness

Package - bring something spiritual for your soul and something Adirondack artisan home for 2012 as a reminder of the natural wellness of our healing woods.

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March 16th – 18th: Adirondack Spring Culinary Weekend “Liquid Gold”

Highlights: Maple syrup is such a diverse product that you can use it on appetizers and salads right down to desserts! Don an apron and participate in a cooking workshop incorporating healthy Old World preparations. Learn to make our famous Maple Dressing Grain salad. Discover the secret to healthy stock fresh soups and sauces; finish an Adirondack Grass-fed Spring Lamb Stroganoff or Old World Sauerbraten from Adirondack grass-fed beef! Learn to make a cool Jalapeno Lamb Dumpling for a different and tasty appetizer or garnish – all your friends will want to know how to make this one! Learn how to make a European Marzipan cake – great for a snack or an elegant dessert. We will finish up in a crescendo by wrapping and rolling a classic strudel! Celebrate cooking with local ingredients with Old World flair as Chef Cathy gives an interpretive discussion on her post-graduate work in culinary naturopathy with tastings of essential oils, herbs and spices. All of this plus visit a Maple Syrup Farm and meander with a unique Adirondack Arts Passport for artisan tours and special discounts.

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May 2nd: “Tomorrow’s Tourism” An Interactive Conference:

Highlights: Pundits and experts are trying to figure out tourism trends in this volatile economy. While this may be difficult sometimes short-term, there is no question that a combination of economic, technology and changing make-up of our world has created long-term effects on our tourism.

Looking long-term based on some of these key factors, what might our tourism world in our rural mountains look like? In 10, 20 or even 50 years what might we expect?

- How may technology continue to shape how people travel?
- What may tomorrow’s traveler expect for tourism amenities?
- What might be some of the ways they will expect to communicate with you?
- What might they expect in terms of how you may need to sell yourself?
- As the world gets more accessible, how will be able to compete?
- What will our region look like in 50 years based on climate change?
- Will tomorrow’s tourism marketing be one of individual businesses or geographic regions? Will world-wide regional brands of similar mountain tourism regions be possible? Could the Adirondacks partner with the mountains of Tibet?

Take a moment to step out-of-the-box of your daily tourism life and ask the question: Is my business today ready for tomorrow's changes?

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**6:30PM – 8:30PM Thursday May 3rd, 10th & 17th: Special Philosopher's Pub
"Marketing is an Art"**

Highlights: The elements of traditional marketing have changed and the answer may be more than a website or a Facebook page. The focus will be on the broad spectrum of arts related businesses including fine, wellness, recreational, culinary and functional.

Topics to be discussed include:

- target market profiles - micro-sites - artist stories
- the use of educational material as a way to market your product
- media chat rooms
- broadcasting your message through media you do not control but are customer-owned
- the changing nature of public relations
- online video and a viral marketing to reach buyers directly

Co-creative marketing, virtual art centers, online artist educational programs as a marketing tool and cooperative investments in marketing will be some of the new networking opportunities to be considered as part of your hands-on marketing action plan.

Strategies need to be considered to focus the effort that provides the highest and most effective approach to your target customers. The goal will be to create a working marketing strategy that you can monitor and evaluate and change as necessary depending upon the results.

This will not be a typical classroom setting of student and teacher.

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May 11th – 13th Adirondack Cure Cottage Mother's Day Weekend "Mother's always knew how to Cure All."

Highlights: Join us for a special tribute to women's role in Adirondack history with a focus on the cure cottage days. Join us for a special Saturday and Sunday Philosopher's Pub or Cure Cottage Interpretive Dinner.

We will be joined by Adirondack women based organizations with special displays, lectures and picture presentations. In this informal, Adirondack Great Camp style setting in one of the last original Adirondack lodges still open to the public, enjoy the Adirondack Spirit with spirits from the Adirondacks only hand-crafted Wine & Beer Cellar.

Cure cottage cuisine was much more than buying local. It considered almost a century before it was recognized, that how you prepare local foods can be a critical aspect to wellness cuisine. Cure cottage cuisine was the “forgotten cure” in today's memories but an important part of the wellness regiment of the day.

Enjoy a special interpretation of Adirondack Cure Cottage cuisine while you enjoy the complimentary presentations.

[Click for more Details](#)

May 20th - May 22nd : Northeast Regional Chapter Meeting of Weston A. Price Foundation: “Establishing Linkages to Foster Greater Awareness”

Highlights: 2 Nights Stay in 1 of the Last Original Adirondack Lodges still Open to the Public in the Window of NYS only Wilderness Canoe region – Over 10 Workshops – 7 Weston Price style Meals – Unique Adirondack Passport for Artisan Tours & Discounts – Opportunity to Network with Regional Interests – Tentative Video Conference with Sally Fallon – Opportunity to Add a 2 Day Weston Price-style Cooking Institute Immediately Following the Conclusion of the Regional Conference.

A unique opportunity that is taking place for the first time in the Northeast: a regional Chapter meeting of the Weston A. Price Foundation. Meet Cathy Hohmeyer Adirondack Chapter leader who is co-proprietor and Executive Chef of the Lake Clear Lodge & Retreat along with the Weston A. Price Foundation is inviting chapter leaders from the Northeast region. The Northeast region is loosely defined as anyone who is a chapter leader and is interested in attending! Our goal is to have representatives from the Northeast, New England and Canada. It will be a unique opportunity to discuss opportunities and challenges specific to our region.

[Click for more Details:](#)

May 22nd – May 23rd: Cooking with Weston A. Price in Mind: Become a Certified Culinary Naturopathy Cook!

Highlights: Executive Chef Cathy Hohmeyer and co-proprietor of the Lake Clear Lodge & Retreat is completing her postgraduate work in a signature cuisine she has created “culinary naturopathy.” Chef Cathy is in a unique position. Her background is a certified occupational therapy that has drawn her health interest in cooking. She spent over five years working side-by-side with her husband’s first-generation European family whose international culinary acclaim was based on Old World traditions. She has found the Weston A. Price principles inspiring to her culinary philosophy. She has taken all of these wellness and culinary traditions and combined them with 21st-century science. What was

the natural way of Old World traditions and Weston A. Price principles has a scientific basis. Through her post-graduate work she has synthesized all of this into a signature cuisine “culinary naturopathy.”

The Cooking Retreat will detail how to incorporate Old World and Weston A. Price principles into your daily meals.

Experience also how cooking can become quality personal and family time and not just a chore.

In addition to take home recipes, the Culinary Retreat will focus on the spiritualness that appropriate cooking can provide, how to become more efficient as a cook recognizing constraints in time and above all keeping a budget in mind.

[Click for more Details:](#)

[May 25th – May 28th Anniversary Special 46 Years! It's Oktoberfest in Spring! 46 years, 46 peaks and you can sample 46 items for \\$46!](#)

Highlights: Inspired by Adirondack spring grass-fed meats enjoy an authentic and original Oktoberfest style pub that only the Hohmeyer family can create! Celebrate our 46th business anniversary with a nod to our Adirondack Mountains and our farms - Oktoberfest style. With our Adirondack Oktoberfest style pub enjoy a self-guided tasting tour of May-bock beers and May wines as well as a slew of Oktoberfest style beers.

Oktoberfest style beers? How can you do that in spring?

Oktoberfest style beers generate from “Marzen” or “March” brewed beers.

Who needs an excuse to sample good beer and Adirondack 100 mile focused Oktoberfest foods anyways? Using seasonal foods makes Oktoberfest which was originally a celebration of the Bavarian farms in the 19th century; live all year ‘round. After all, Oktoberfest in Munich is really celebrated in September. We just pushed up the date a little bit!

[Click for more Details:](#)

[6:30PM – 8:30PM June 5th Part I & June 6th Part II: Special Philosopher's Pub “The Art of Making Money”](#)

These 2 special Philosopher's Pubs, “The Art of Making Money” are only available to people who are in business targeting the broad range of arts based businesses in the fine and visual arts, culinary, wellness, recreational and functional arts.

Topics include:

- 5 Key Financial Questions You Should Ask Yourself Once a Month
- How to Better Examine All the Parts to Your Business in 3 Easy Steps
 - How to Turn Your Marketing Plan into a Financial Tool
- Making More Money & Not Raising Prices - How do I Put a Price on My Time?

- You Can't Predict the Future or Can You? - Hands-on Financial Working Tools
- Monitoring and Understanding Red Flags

Plus,

- Follow-up confidential on-line & real time 1-on-1 opportunities
- Discount Fee to the May 3rd: Tomorrow's Tourism Day Workshop
- Arts as a Business Membership

The goal will be to create a fresh look by developing or evaluating your pricing strategy short term for the upcoming summer and fall seasons as well as consideration for a longer-term look at your arts based business.

June 8th – June 10th Adirondack Birding Celebration

Highlights:

Kathy – can you put in here what we had this year off the old site?

[Click for more Details:](#)

June 10th – June 17th Weston A. Price Culinary Vacation Week

Highlights: Join us for a unique culinary vacation experience that is based on the world of Weston A. Price. Enjoy unique culinary meals based on his and Old World philosophies. Become immersed in these philosophies in an imaginative culinary style that is a result of Executive Chef Cathy Hohmeyer's postgraduate work in culinary naturopathy. Cathy is also the Adirondack Chapter leader for Weston Price. Immerse yourself in the 18,000 acre natural spa of New York State's only wilderness canoe region. Take in daily culinary workshops, Philosopher Pub dinner and discussion series, organic and sustainable beer and wine tastings from the Adirondacks only hand-crafted Wine & Beer Cellar and a special Adirondack Arts Passport that allows you to participate in tours and special discount pricing. Wander historic Saranac Lake, take in the sights and sounds of the Olympic spirit and Lake Placid, and visit the Wild Center or the nature trails of the Paul Smith's VIC.

Special 3 & 4 Day Experience Packages. Up to 30 to 50% off Weston Price members or those that join!

[Introduction to the world of Weston A. Price. No Experience Required in Cooking!](#)

Sunday, June 10 through Thursday, June 14 special five-day, four night package:

[Welcome to the Advanced Culinary World of Weston Price:](#)

Thursday, June 14th – Sunday, June 17th

This four day three nights experience package is for those that have spent some time in the kitchen! And understanding of Weston Price principles is suggested for our advanced and in-depth culinary classes. Our daily cooking classes will focus on each of the major courses to make a scrumptious meal beginning with appetizers and concluding with natural, delectable desserts.

[Click for more Details:](#)