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\\\_//-- Neil Golub [+] New Schenectady  
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Introduction /

Article from [Schenectady Daily Gazette] by (Chad Arnold):

<https://dailygazette.com/2022/11/27/neil-golub-wants-people-to-know-about-the-new-schenectady/>

Image /

/ Introduction



Chairman and former CEO of (Price Chopper/Market 32), Neil Golub in October 2022

[PHOTOGRAPHER: [STAN HUDY](#)]

Story (Edited) /

/ Image

(SCHENECTADY) For decades...? SCHENECTADY was known as “the city that lights and hauls the world” – a reference to General Electric and the American Locomotive Co., (2) industrial giants that called the city home for a large part of the 20th century...

But, when American Locomotive Co. closed in 1969, and General Electric began to decline not long after...? Well, the once bright city fell on hard times, and garnered a not-so-vibrant reputation of blight and decay...

| Note: General Electric STILL has a presence in the city...? |  
| But- it's a fraction of what it was following years of layoffs and company restructuring |

Neil Golub, former Price Chopper CEO, a man who had a front row seat to the city's decline AND, played a role in its redevelopment in recent years... he is hoping to move the city beyond its tumultuous past with one (3) letter word: NEW.

| About “New Schenectady”

| You see, the word NEW...?

| It's short.

| Sweet.

| To the point.

| Tells people “Out with the old...? In with the new.”

| New Schenectady.

| A phrase that, at face value...?  
 | It's like saying "Somethin' new is definitely goin' on, dude...", for certain.  
 | Someone might try to argue with ya, "I don't see what's so NEW, pal"...  
 | But then, take a good look at the waterfront.  
 | Rivers casino. SCCC and Union College, and... downtown Schenectady.  
 |  
 | Really, anybody trying to argue with it being a "New Schenectady" after  
all...? You have to show them where the door is. "There's the door."

Golub has been working on his "New Schenectady" concept for months with a local marketing firm, and believes tacking the adjective in front of the city's name on promotional material AND during conversations, will catch the eye of those who continue to look at the city in a negative light... and help change any negative perceptions of the city that might still exist.

| [Edit]: Because... negative (light/perceptions)...?  
 | They're really negative... \*shakes head\* and nobody wants THAT, do they...?  
 | No way, dude.  
Negativity sucks.

During a recent committee meeting this past week, Neil Golub told City Council members...

| Golub : What I'm trying to do, is say that while we've made all these changes...?  
 | There's nothing that separates Schenectady from what it was...  
 | We still have - when we say Schenectady, it still carries with it that OLD reputation...  
\*shakes head\* ...and that's pretty lame, dude.

Golub has been one of the biggest boosters of the city for decades, and was a founding member of the Schenectady County Metroplex Development Authority, which has played a pivotal role in the city's redevelopment since its inception in the late 1990s.

It's not the first time that Golub has pushed for a new moniker for the city...

Last year, he suggested lawmakers adopt the nickname "[Schenectady Metro](#)" in recognition of the city's accomplishments over the past several decades - a concept that failed to gain traction.

But Golub said his new concept is simple, would take little effort and could go a long way.

He said he's talked with a marketing firm about designing billboards and other promotional material, and has had conversations with dozens of community stakeholders who have given the idea positive reviews.

| Golub : It gives us a chance to leverage what we've done, in a way...  
...that people might hear that Schenectady, is today, a different place.

Todd Garofano, executive director of Discover Schenectady, the county's tourism arm, said he has spoken with Golub about the "New Schenectady" concept, and agrees the idea can be used as a conversation starter.

Discover Schenectady has deployed the concept in a social media hashtag campaign to promote new businesses, which Garofano said appears to have been effective in generating interest.

Still, he said there's no erasing the city's history, which Garofano said is unique and should be embraced.

| Garagano : You can talk about the things that are new...  
 | ...and at the same time, look BACK at the history of Schenectady...  
 | It's talking about things that are NEW...  
 | ...that allows you to talk about the history of Schenectady in a positive light as well.  
That's saying something, isn't it...?

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 Opinion /  
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Personally...? The idea of "New Schenectady" is a far better sounding change, than Clifton Country Mall → Clifton Park Center. I realize Schenectady and Clifton Park aren't the same, but- they're 11 miles apart...

You see...? Back in the 90's, Price Chopper in Shoppers World Plaza had an actual breakfast bar that my mother and I used to go in, and eat breakfast. The breakfast bar had a LOOK and FEEL, that was similar to Bubbles Restaurant in Mechanicville, or Snyders Restaurant in Clifton Park...

You would go in...? Sit around...? And wait for the lady to ask: "Hey, what would ya like...?"

And then, years went by where so many changes were made to Shoppers World. K-Mart got blown away by Walmart. Verizon moved in and had its store in that plaza for years. I won't get into the numerous changes that (CCM/CPC) had, beyond there once being a McDonalds, Taco Bell, and Caldor in the mall...?

But- (Price Chopper/Golub Corporation) has hung in there that WHOLE time, in Shoppers World Plaza.  
Constantly reinventing itself... MAYBE, Price Chopper was a metaphor that whole time, for Schenectady.  
A place where Nikola Tesla and Thomas Edison constantly argued and battled back and forth for supremacy...

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|-----|
| Tesla : Alternating current is the way to go, dude...
| Edison : Nah.
|           Direct current is WAY better, dude.
| Tesla : *shakes head* You'll need to deploy FAR MORE WIRES AND GENERATORS...
|           ...for direct current.
| Edison : *sneers* So what, dude...?
|           I'll build em ALL...
|           THEN we'll see who's laughin'...
| Tesla : Nah dude, look...
|           My method...?
|           You won't need even remotely as many wires and generators...
|           It'll be far less costly AND... more people will adopt the standard.
| Edison : Yeah, well...
|           We'll just see about that, buddy~!
|-----|
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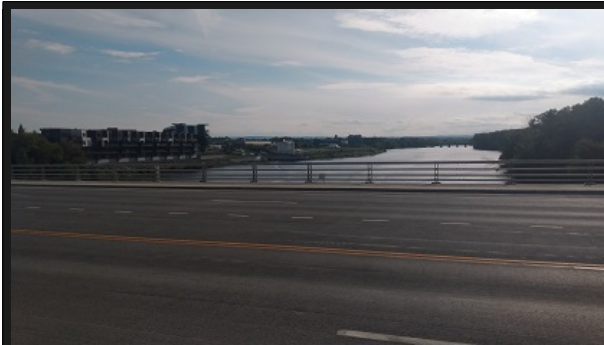
And then...? Nikola Tesla's idea in relation to alternating current won out.  
You see, there's a hidden story within Schenectady's history...  
When Nikola Tesla died...? A part of General Electric had died as well.

For years, Nikola Tesla gave the engineers who worked for Thomas Edison, a slew of ideas to work on, and over time, General Electric became a dominant part of the industry. Schenectady has had a fair amount of focus in the spotlight BECAUSE OF... Thomas Edison and Nikola Tesla.  
Simply put, General Electric is a name that is known ALL around the world...

But, how is the city able to push forward and onward past the relics of what occurred in the 20<sup>th</sup> century Schenectady...? Well, I'll tell ya. New Schenectady.

If I were to go up to anybody and ask them "Hey, what do you think about 'New Schenectady'...?"  
Well, 12/12 people will probably say something along the lines of  
"Well, obviously it's awesome, who could argue that...?"

Few people will argue about Schenectady having quite a rich history of kicking asses, and taking names.  
Here's some pictures I literally took somewhat recently, of New Schenectady... (Download PDF, click to expand)



(1) IMG\_20220903\_164225957.jpg



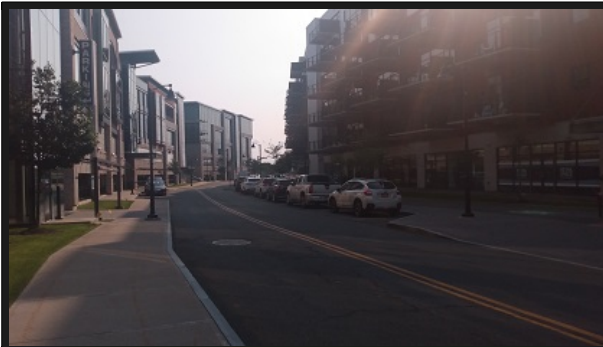
(2) IMG\_20220909\_155203647.jpg



(3) IMG\_20220909\_155303659.jpg



(4) IMG\_20220909\_155424325.jpg



(5) IMG\_20220909\_155458008.jpg



(6) IMG\_20220909\_155600787.jpg



(7) IMG\_20220909\_155626657.jpg



(8) IMG\_20220909\_155737568.jpg



(9) IMG\_20220909\_155855637.jpg



(10) IMG\_20220909\_155952729.jpg



(11) IMG\_20220909\_160052120.jpg



(12) IMG\_20220909\_160200214.jpg





(13) IMG\_20220909\_160248463.jpg



(14) IMG\_20220909\_160505470.jpg



(15) IMG\_20220909\_164317729.jpg



(16) IMG\_20220909\_164325447.jpg



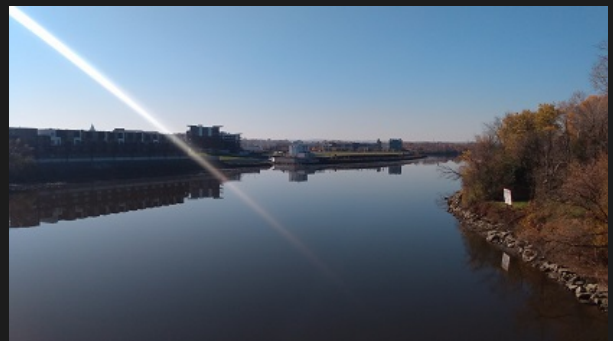
(17) IMG\_20220909\_164355675.jpg



(18) IMG\_20220909\_172814345.jpg



(19) IMG\_20220909\_172822554.jpg



(20) IMG\_20221103\_105022712.jpg



(21) IMG\_20221103\_105339084.jpg



(22) IMG\_20221103\_115336116.jpg



(23) IMG\_20221103\_121253089.jpg



(24) IMG\_20221103\_121946404.jpg

When it comes to 'New Schenectady'...? Well, the city doesn't disappoint.

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| Person : ...it doesn't...?
| Me      : No way, pal.
| Person  : *eyebrows up* Wow.
| Me      : That's right.
|          : This place...?
| Person  : ...is New Schenectady...?
| Me      : *snaps fingers, points index finger* You've got it, pal.
|          : You took the words right outta my mouth.

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You've got 1) the riverfront, 2) Druthers/Commerce area, 3) Rivers Casino, 4) Union College, 5) Schenectady County Community College, and 6) actual downtown Schenectady... there's lots of places featured in these pictures that showcase a living, real example, of what somebody could refer to as, 'New Schenectady'.

There's plenty to NEW SCHENECTADY that I wasn't able to capture in any recent pictures... But, these pictures show off how flat-out, awesome, reinvented, and NEW, Schenectady truly is... while STILL being the same Schenectady it's always been.

01	IMG_20220903_164225957.jpg	<a href="https://drive.google.com/file/d/1az61M0810subkz7kP-T-4SunVUTvQEjW">https://drive.google.com/file/d/1az61M0810subkz7kP-T-4SunVUTvQEjW</a>
<p>New Schenectady Riverfront view from Freemans bridge, headed into Glenville. This is your classic, scenic viewpoint of the New Schenectady Riverfront property with the condos in the distance, sorta peering over the Mohawk river.</p> <p>If you're ANYBODY who's ANYBODY...?</p> <p>You'll know this iconic view, without any hesitation at all.</p>		
02	IMG_20220909_155203647.jpg	<a href="https://drive.google.com/file/d/1VxYnCYUq3pYjVUArBAvHdk6Ll_PXFtWH">https://drive.google.com/file/d/1VxYnCYUq3pYjVUArBAvHdk6Ll_PXFtWH</a>
<p>New Schenectady Riverfront Condos promotional sign, an idea of how COOL these condos truly are.</p> <p>The sign literally says "Only (3) left~!" So, supplies are running out, folks... For sale are (2/3) bedroom units, with 1899-2637 square feet to live, work, and play. Call 518-356-4445 and speak with the Galesi group, if you're ready to take things to the next level with where YOU live/work/play.</p>		



03	IMG_20220909_155303659.jpg	<a href="https://drive.google.com/file/d/1sFcZ3Spu39N-1CkuRlMx269nR4ilkHa">https://drive.google.com/file/d/1sFcZ3Spu39N-1CkuRlMx269nR4ilkHa</a>
New Schenectady Riverfront Condos from Erie Blvd, looking at the condominiums featured in the last picture, you get a real feel for how elegant, sophisticated, and clean-cut these condos truly are.		
04	IMG_20220909_155424325.jpg	<a href="https://drive.google.com/file/d/1n2Nge9WxuseMR62mjk13dg7LWeCD5y3b">https://drive.google.com/file/d/1n2Nge9WxuseMR62mjk13dg7LWeCD5y3b</a>
New Schenectady Riverfront Commerce area parking lot. When it comes to taking care of business...? You'll need a place for people to park their vehicles, so that they can purchase (goods/services) from YOUR business. It'll look extremely professional...? And, people will feel really special when they have to come here, each and every time, folks.		
05	IMG_20220909_155458008.jpg	<a href="https://drive.google.com/file/d/1eIuU6Ntz7Gz-00gIY46uXvXLuzML6QkI">https://drive.google.com/file/d/1eIuU6Ntz7Gz-00gIY46uXvXLuzML6QkI</a>
New Schenectady Riverfront Commerce area (1/2): Same thing as the last comment, people are gonna be flat out amazed, AND, they'll feel like they're in some futuristic place whenever they're here.		
06	IMG_20220909_155600787.jpg	<a href="https://drive.google.com/file/d/1ywZXAAJGvxe0FhVEG1-8gzB9h8tMPA6o">https://drive.google.com/file/d/1ywZXAAJGvxe0FhVEG1-8gzB9h8tMPA6o</a>
New Schenectady Riverfront Commerce area (2/2): You gotta figure, some people might even be TOO impressed by what they're seeing whenever they come to the New Schenectady Riverfront property... Then what...? If you flat out, OVERIMPRESS somebody...? That might not be GOOD. Might be GREAT...		
07	IMG_20220909_155626657.jpg	<a href="https://drive.google.com/file/d/1h_CuZwm6gGmBfpT_r97S59q66jRXBW4l">https://drive.google.com/file/d/1h_CuZwm6gGmBfpT_r97S59q66jRXBW4l</a>
08	IMG_20220909_155737568.jpg	<a href="https://drive.google.com/file/d/10k7nxXrsKqCyw_EiFbqMTq4RnwDqKgKk">https://drive.google.com/file/d/10k7nxXrsKqCyw_EiFbqMTq4RnwDqKgKk</a>
New Schenectady Riverfront Commerce, 461 Nott St. in distance (1/2): Another shot of the parking lot property near the Riverfront commerce area, and you can see the Golub Corporation Headquarters at 461 Nott St. in the distance... the building was completed in 2010.		
(2/2): Near the intersection of the New Schenectady Riverfront Commerce area near Druthers, headed either back to Erie Boulevard, OR... the Rivers Casino and hotel. If fortune favors the bold, where are YOU gonna go...?		
09	IMG_20220909_155855637.jpg	<a href="https://drive.google.com/file/d/1JcFTq79IcImjxrUFXN-uDxu6mxHHhxpS">https://drive.google.com/file/d/1JcFTq79IcImjxrUFXN-uDxu6mxHHhxpS</a>
10	IMG_20220909_155952729.jpg	<a href="https://drive.google.com/file/d/1GUU5QbX9bNGvKJVv3SNqWcneHcEEHJQS">https://drive.google.com/file/d/1GUU5QbX9bNGvKJVv3SNqWcneHcEEHJQS</a>
New Schenectady Rivers Casino (1/6) Sign: Obviously, if you're bold enough to take things to such a new extreme...? Well, New Schenectady has you covered with the Rivers Casino. THEN, you can go to the casino to play Blackjack, Poker, Slots, whatever... You might WIN money...? You might LOSE... either way...? Nobody knows what's gonna happen.		
New Schenectady Rivers Casino (2/6) Hashtag #LiveALot: That's right. #LiveALot. If you don't wanna live large and take some risks...? That's fine. Going to the casino isn't meant for the faint of heart... But- it's where you'll find people willing to take risks in order to win big, folks...		
11	IMG_20220909_160052120.jpg	<a href="https://drive.google.com/file/d/12qr-LfbDb4hZiSZaeV8NV36UPWILJ3cG">https://drive.google.com/file/d/12qr-LfbDb4hZiSZaeV8NV36UPWILJ3cG</a>
New Schenectady Rivers Casino (3/6) The Landing Hotel/Parking garage: Look, if you're gonna take a dive into the casino, and you intend on being there for a while...? Uh, the Landing Hotel has got you covered. You can play all day OR night at the Casino, and then go back to your room and hang out with your family...? Or, pick up some girls, and have a blast.		

12	IMG_20220909_160200214.jpg	<a href="https://drive.google.com/file/d/1tyQcFXLbWMyc_-qYIlmy2odTNVsnB1u8">https://drive.google.com/file/d/1tyQcFXLbWMyc_-qYIlmy2odTNVsnB1u8</a>
New Schenectady Rivers Casino (4/6) Parking garage entrance: Some people will show up in style, and when they do...? They'll need someone to park their car, because walking to your car...? That's so old... If you're gonna show up to the casino in style, you need someone to park your car for you. That's why the parking garage, hotel, and the valet are all stationed in the same place.		
13	IMG_20220909_160248463.jpg	<a href="https://drive.google.com/file/d/1P-0M0YJUFIIH_ZUKlRd1151y98vpl4uW">https://drive.google.com/file/d/1P-0M0YJUFIIH_ZUKlRd1151y98vpl4uW</a>
14	IMG_20220909_160505470.jpg	<a href="https://drive.google.com/file/d/1ZEgzyXkJYpkIJ0LVUCUWXd57PAogzi">https://drive.google.com/file/d/1ZEgzyXkJYpkIJ0LVUCUWXd57PAogzi</a>
New Schenectady Rivers Casino (5/6), (6/6) Main entrance, sign: Why not ask "Why not...?" Let me tell ya somethin'... It's a perfect question. Why not...? Live a little. Go to the casino. If you DON'T go to the Casino...? That's fine... but- at some point in your life, you might say... "Man, NOT going to the casino is one of my biggest regrets in my life..." Then what...? You'll have lived an entire life, never really asking yourself "Why not...?"		
15	IMG_20220909_164317729.jpg	<a href="https://drive.google.com/file/d/1OZYtJs77VCmglXsDjxx4K2CWpETgMIYM">https://drive.google.com/file/d/1OZYtJs77VCmglXsDjxx4K2CWpETgMIYM</a>
Union College (Far-Cry-pause-menu-like overview map): Here's a picture of the main Union College campus. Union College was founded in like, 1795. That's a pretty LONG time... of being around. Teaching generation after generation of highly acclaimed academics, leaving behind a long lineage of smart bastards. Some really important people have attended this school, can you guess who...?		
16	IMG_20220909_164325447.jpg	<a href="https://drive.google.com/file/d/1uqgvi9vFZBrk7fwEk29uJNB2VYWPtAB">https://drive.google.com/file/d/1uqgvi9vFZBrk7fwEk29uJNB2VYWPtAB</a>
17	IMG_20220909_164355675.jpg	<a href="https://drive.google.com/file/d/1GHfyI4RX8EYTAU4D6u03NBscG10pfBW">https://drive.google.com/file/d/1GHfyI4RX8EYTAU4D6u03NBscG10pfBW</a>
Union College Nott Memorial, Ceremony (1/2): This is a picture of some ceremony that was happening back on September 9th, 2022. I just so happened to be on the campus at or about the time that this whole ceremony took place, distributing copies of my RESUME. (2/2): Second shot, same ceremony.		
18	IMG_20220909_172814345.jpg	<a href="https://drive.google.com/file/d/10bbexlNJ5WkuR1hQWIG4TlqYNVfH0TOG">https://drive.google.com/file/d/10bbexlNJ5WkuR1hQWIG4TlqYNVfH0TOG</a>
19	IMG_20220909_172822554.jpg	<a href="https://drive.google.com/file/d/1xnXSBrGkJ0EuTWt6EHCSW3pI17Tub1x5">https://drive.google.com/file/d/1xnXSBrGkJ0EuTWt6EHCSW3pI17Tub1x5</a>
Union St.: If you don't mind showing up in second place against a Tesla Model S Plaid...? Go ahead and splurge on your standard issue, Chevy Corvette C7. It's not the FASTEST car in the world...? But, that's ok. It LOOKS plenty fast, and it'll beat your mom's Toyota Camry any day of the week.  Union St./Clinton St. (Perfect spot for a computer shop): This building would actually make a great location for a computer repair shop, if not something more than that. While this isn't DIRECTLY in the Riverfront commerce area? It is still a rather prime location that is closer to Union college.		
20	IMG_20221103_105022712.jpg	<a href="https://drive.google.com/file/d/1sb75GLJRL0TVg1wcj_bhcZ9DYJzk9RuX">https://drive.google.com/file/d/1sb75GLJRL0TVg1wcj_bhcZ9DYJzk9RuX</a>
21	IMG_20221103_105339084.jpg	<a href="https://drive.google.com/file/d/1SJVeh6UL9ewnb-dLeWYyyodHFF6tDmhP">https://drive.google.com/file/d/1SJVeh6UL9ewnb-dLeWYyyodHFF6tDmhP</a>
New Schenectady Riverfront: A more clear picture of the (Mohawk River/New Schenectady Riverfront)  New Schenectady Riverfront main commerce area: Boom. Right in your face. This commerce area also has some living quarters scattered about.		
22	IMG_20221103_115336116.jpg	<a href="https://drive.google.com/file/d/15LG_LzVuEdxhZkbTaR16KBpmhMPRtaQ">https://drive.google.com/file/d/15LG_LzVuEdxhZkbTaR16KBpmhMPRtaQ</a>
Schenectady County Community College: This is a shot from the top floor of SCCC, looking out onto a portion of downtown Schenectady, with I-890 in the distance.		



23	IMG_20221103_121253089.jpg	<a href="https://drive.google.com/file/d/1fsoSYVWIC7eVuNABf1d0aSvZaow9IjNJ">https://drive.google.com/file/d/1fsoSYVWIC7eVuNABf1d0aSvZaow9IjNJ</a>
24	IMG_20221103_121946404.jpg	<a href="https://drive.google.com/file/d/1kK-7uk96BrE7xXSZglkRr0B4Cl5eR5ce">https://drive.google.com/file/d/1kK-7uk96BrE7xXSZglkRr0B4Cl5eR5ce</a>
Union College (Old Library) (1/2): This is the original library of Union College (I believe).		
(Nott Memorial) (2/2): Another shot of the Nott Memorial, which is rather ICONIC and UNIQUE.		

Look, I'll give it to the reader straight... There's quite a lot to New Schenectady that I didn't take pictures of, nor write about. And, that's a shame.

The reason being, I used to work for the (Hearst Corporation/Times Union), and I had a collection route that went to many places in downtown Schenectady. I used to collect the unsold papers each week, from businesses on Van Vranken St., Nott Blvd., Union St., Jay St., Broadway, Edison Ave, General Electric, and basically all up and down Route 5 nearly into Amsterdam, and way into Rotterdam Mall, and Stewarts on Mariaville Road.

I literally watched 461 Nott Street being built, as the area to build it was cleared out. I remember driving down Nott Street, when Barack Obama became president listening to his inauguration speech, thinking about the future of Schenectady hanging in the balance and whatnot. Simply put, I was able to throw down the gauntlet in knowing what the hell was going on, in Schenectady.

I had a routine... down to a science. Showed up each week at this dude's store on Jay St., right across from City Hall, I don't remember his name...

Dude : Oh, hello there, collection guy.
Me : Well, hello there, dudeface.
Dude : You know...
I'm rather impressed with how punctual you just so happen to be, on a weekly basis...
Me : Oh, I'll bet, dude...
You know, I'll bet you've sold all but (2) Sunday papers...
Dude : *scoffs* You know me so well there, collection guy...
Me : It's almost as if the patterns happen to repeat themselves each week...
Dude : *shakes head* You've got that right, pal...
It's like I must have the same regular customers that come in, and buy the same stuff.
Me : Let me guess... you had like 1 unsold Monday, 0 unsold Tuesdays, 2 unsold Wednesday and Thursday...
Dude : Well, you seem to have this down to a friggen science, kid...
You're correct about all of that.
But, you haven't guessed Friday or Saturday yet...
Me : Oh, I know, dudeface...
I know those days are actually really hard to predict, and they're rarely ever the same...
Dude : That's right, kid.
But if you HAD to guess...
...and you guess it correctly...
...I might be willing to hook you up with a free soda or somethin'...
Me : No way...
Dude : *nodding* Oh, way, dude.
You know I LIVE for having this showdown each week...
Me : Oh, do you...?
Dude : Well, I don't LIVE for it, I'm just exaggerating.
Me : Yeah, yeah yeah...
So, you sold out Friday, and Saturday...?
Dude : *looks up, claps, does the spin around dance move, points both index fingers* You got it, kid...
...go ahead and grab a soda or whatever the hell ya want.
How much do I owe ya for last time...?
Me : Oh, it'll be like \$20.55, dudeface.
Dude : Good, excellent.
Since you're rather punctual...?
Well, I'm gonna pay you right now.
Me : Cool.
I'll get this Mountain Dew Code Red right here.
Dude : Man... someday, we're gonna look back on this weekly visit of yours...?
And it'll be a distant memory in the past.
Me : That's right, dude.

And so, was that a literal conversation that I had with this guy...? Nah. I'm adding a lot of elements to make the story more INTERESTING. Dude never clapped his hands, did the spin move, nor got wicked excited if I correctly guessed the return count.

Nah. But- I will say, that I had these conversations with people practically everywhere I went.  
Some manager at CVS...?  
They'd already have the paper headers cut out, and have all of the information written down, ready to go.  
Some hot girl working at Stewarts...?  
She would make certain that I had room to count the papers, and show me the literal cubby where they would put them, and she'd say...

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|-----|
| Girl : Man oh man, that's a lot of papers...
|         I don't know how you do it, dude...
| Me   : Do what...?
| Girl : Like, it's just so many papers all over the place, dude.
| Me   : But, you know I'm the paper man.
| Girl : Oh, I know you're the paper man, dude...
|         I'm just sayin', you have to basically haul like 3-4 entire trash bags full of newspapers...?
|         ...and they sure as hell look-
| Me   : ...heavy...?
| Girl : Yeh.
|         Heavy as hell, dude...
|         *shakes head* I don't know how you do it...
| Me   : *puts sunglasses on* Well, I was born for this, little lady.
| Girl : Yeah well, you have a tough job dude.
| Me   : That's right.
|         Wicked tough...
|         Just, countin' papers...?
|         Loadin' huge trashbags full of papers into my car...?
|         And, takin' off...
|         Like I was never even there, dude.
| Girl : But, you ARE here, though.
| Me   : I am.
|         But soon...?
| Girl : ...you'll be outta here...?
| Me   : Yup.
|-----|
```

And that's how I held it down in Schenectady long before it became New Schenectady.

Who knew, that at some point over the last decade...?  
Some people were workin' their tails off.  
Making every effort to make Schenectady, different...  
...cool...  
...up-to-date...  
...awesome...  
...breathtaking...

A place for visionaries...  
...since it has a rather unique sense of history and nostalgia to it.  
But- NOW, you really can't go around talking about Schenectady without having to ask someone whether they're talking about plain-old Schenectady...? Or, New Schenectady.

```
|-----|
| Person[1] : Hey, I gotta go to Schenectady to do some stuff.
| Person[2] : Which Schenectady...?
| Person[1] : *pauses* Whaddya mean, which Schenectady...?
| Person[2] : Uh, you do realize there's a New Schenectady now, right...?
| Person[1] : *pauses* ...there is...?
| Person[2] : Yeah, dude.
|         How do you not know that...?
|         I mean, who the hell goes to Schenectady...
|         ...and doesn't know that there's a New Schenectady now...?
| Person[1] : I mean, when you say New Schenectady...
|         ...are you talking about like, a new version of Schenectady...?
| Person[2] : Obviously...
|         The place has been around for like, a really long time...
| Person[1] : What's so NEW about it if it's been around for a really long time...?
| Person[2] : I cannot believe you actually asked me that question...
|-----|
```

Before you know it, people will stop calling it regular, ordinary, run-of-the-mill Schenectady...  
Not if people want to be considered COOL, or live up to Neil Golubs' (golden standards/good citizenship).

/ Opinion

Conclusion /

For a long time, Neil Golub has been a man on a mission... a mission to chop prices, left and right.

Price too high on something...? "Yeah right, pal", then he chopped that price right in half...

Price wicked high on something else...? Neil gave that high price the eyebrow movement of doom...

"Yeah, I don't think so..." and then he chopped that prices too.

Just a seemingly endless array of high prices, each and every one of em needing to be chopped right down to size.

Now, whether or not he STILL occasionally whips out the axe from time to time...? Doesn't matter.

His family started the Golub Corporation way back in 1932, and the man has literally seen Schenectady change over the years. I can only imagine, the man has many memories of conversations he's had that whole time.

```
Neil : You know pal, someday...?
      I'm gonna change this entire city.
Guy  : Oh will you, Neil...?
Neil : I will...
      *shakes head, points* Just you wait, dude.
      I'll change it ALL...
Guy  : I mean, Neil, you're fighting an uphill battle...
      It'll always be the same-old-Schenectady, there's nothing you can do about it...
Neil : Yeah right, dude.
      I'll change it, I'll make it one of the COOLEST cities in New York State...
Guy  : Thomas Edison already tried that though, dude...
      Look what happened to General Electric.
Neil : Yeah well...
      *tapping chest* I'm not lettin' my town go down in history...
      ...as being the same-old-Schenectady...
      Not on MY watch...
Guy  : I mean, whaddya gonna do, Neil...?
      Start the Schenectady County Metroplex Development Authority or somethin'...?
Neil : Well, I might, pal.
      You think it's some sort of joke now or whatever...?
      I'll do it...
      I'll reinvent this whole god damn town, brick by brick, layer by layer if I have to...
Guy  : *shakes head* Neil...
      There's just a lot of negativity here in town, that you'll never erase...
      Just a lot of negative Nancy's everywhere ya look...
      It's as if you're literally trying to fist fight a friggen tsunami, dude...
Neil : Yeah...?
Guy  : Yeah, dude...
      There's no way, that same-old-Schenectady will EVER change it's same-old-Schenectady ways...
      Like I said...
      You just gotta give up.
      Give in.
      Schenectady will never ever be THAT new.
Neil : *puts sunglasses on* Yeah, well, I'm gonna make it my life's work pal...
      I'll make damn certain to make it new after all.
```

And so, that's when Neil Golub set out on his mission, to change Schenectady... Never gave up, never gave in.

He knew, some people were gonna continue to think that the same-old-Schenectady would never really be remade as new...? But, Neil knew, as long as he continued to inspire additional positive Pams...?

He might be able to outnumber the number of negative Nancy's out there, negating the notion...  
...of making the name of Schenectady, new again. Not just ANY Schenectady, either. Ohhhhh no.

There's nothing Dr. Seuss about it, really. Because I gotta tell ya, today...?

Schenectady has a new name that really, it's REALLY hard to screw up... "New Schenectady".

/ Conclusion

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