A Welcomed Addition to the Village of Pawling

Exciting things are happening in Pawling! One of which is the new beautifully designed building going up at the entrance to the Village at 33 East Main Street.

The new owners, who are residents of Pawling, are making a significant investment in Pawling with this new building. At the request of the planning board, they have also made an extra effort to match the style and architecture of the new building design to the Dutcher House on Charles Colman Blvd., featuring red brick, a black roof and dormers.

All of the necessary environmental approvals from the DEC are now in place. The Pawling Village Building Department, Zoning Board, and the Planning Board held open public meetings and have granted permission to start construction.

The 3-1/2 story building will include an elevator with both retail and residential space. The street level (ground floor) will consist of 3,000 sq. ft. for one or two retail stores and 12 one bedroom apartments with individual laundry facilities on the upper levels. The owners will soon be posting a rendering of the building at the site for all to view.

Construction and completion of the building is projected for 2015.

The Chamber of Commerce and Pawling residents welcome this new building to enhance the village landscape.

Pawling Community Foundation
Seeking Community Input

The Pawling Community Foundation (PCF) is seeking community feedback from residents and community organizations about recreation programs and possible improvements to various Town parklands, including Lakeside Park, Holmes Whaley Lake Civic Center, Holmes Pond and Edward R. Murrow Park. In January, the PCF formed a Parks Steering Committee with several of their board members and local community members including Town Supervisor Dave Kelly, former Town Supervisor and current PCF Board member Ed Hauser, and Town of Pawling Recreation Director Melissa Smith. The Committee is chaired by local resident Betsy Brockway, an experienced recreation and parks professional. The committee has surveyed parks and recreation programs in Pawling and in neighboring communities and will be obtaining feedback from residents through an online survey, as well as through a series of community meetings where residents can provide feedback in person.

Residents are encouraged to review the Parks Steering Committee's White Paper outlining possible projects and opportunities, and then answer the online survey, all located on the PCF website at www.pawlingfoundation.org. The three community meetings are scheduled at the following dates and locations:

- Holmes Whaley Lake Civic Center, Tuesday, August 4 at 7 PM

(continued on page 5)
Got Meme? How To Attract Your Clients' and Customers' Attention

Does your current tagline or catch phrase: Tell people what you do? Create a perception of need? Start conversations?

What a Meme is Not

Labels such as "Trial Lawyer" or "Copy Editor" or "Computer Specialist" are not marketing memes. These usually deliver the word about your services in a form of zero cost marketing that you can use.

You may already have a tagline, slogan or catch phrase you use in your marketing, but does it work as well as a meme? Like a gene, memes synthesize complex information, concepts and ideas and pass along with small effort. They communicate what you do in a few words or in a short sentence. They enable you to across the benefits of your products and services to prospects in a form they'll remember and repeat to others.

Tips to Writing Your Meme

The "Got Milk?" campaign used both words and images to get the message across. If you are only relying on words, (continued on page 7)
The Pawling Garden Club Celebrates Its 80th Anniversary

On May 21, 2015, members of The Pawling Garden Club celebrated its 80th Anniversary. The event was held at the Quaker Hill Country Club in Pawling. The garden club was founded by Mrs. John D. Colman and twelve charter members in 1934 and federated in 1935. At the afternoon cocktail party, members enjoyed delicious food and reminiscences while a photographic montage made by the garden club photographer played on a screen for all to see.

Several members, including the President, sang We Are the Noble Garden Club, a song with witty lyrics written by a member of the garden club to the tune of a Gilbert & Sullivan song. Everyone agreed it was a memorable and enjoyable event.

Also in May, in observance of Armed Forces Day, several Pawling Garden Club members presented red geraniums to families in Pawling who have family members active in the United States military.

Later in May, several garden club members installed a planting of red, white, and blue flowers at the Veterans Memorial in honor of Memorial Day and to beautify the village green throughout the summer.

Pawling Community Foundation

- Lakeside Park Lathrop Auditorium, Saturday, August 8 at 9 AM
- Quaker Hill Country Club, late August

The mission of the PCF is to improve the quality of life for all Pawling residents by developing community resources and public space, by furthering the community’s economic vitality, and by supporting the arts, cultural activities, tourism, and recreation. The Foundation is best known for funding the construction of the Pawling Village Green through 100% private donations. The Green is now a center piece to the Village of Pawling, attracting events, residents, and economic vitality. The PCF is now turning its attention to Town parks and recreation in an effort to understand what the public sees as the next priorities for Pawling, including capital improvements to the parks and possible new recreation offerings.

This effort is the next logical step in realizing the many opportunities presented in previous Town park planning efforts, such as the 2009 Update to the Parkland and Facilities Master Plan.

After completion of the online survey and community meetings, the Parks Steering Committee will work with the PCF to prepare a report for residents and the Town Board providing specific recommendations for capital projects for Town parks, potential new recreational programming, and a possible new function for Edward R. Murrow Park. In addition to the White Paper, residents can find links to information about the existing park master plan, as well as the history of Edward R. Murrow Park, at www.pawlingfoundation.org. For further information, please visit the PCF website.

Worth getting up for!

**Pawling Car Show**

The 6th Annual Car Show Sunday June 14th from 9-4 in the Village of Pawling. The Dutcher Cruisers with the support of the Pawling Chamber of Commerce assembled the more than 160+ registered cars. Live music entertainment at the gazebo complemented the day-long event. 66 trophies were awarded. Prizes and a raffle were added to the event. Merchants, residents and visitors enjoyed the event and the perfect weather day. All look forward to next years Pawling Car Show.

**The Pawling Garden Club Celebrates Its 80th Anniversary**

If anyone is interested in becoming a member of The Pawling Garden Club and enjoy its many activities, please contact President Geneva Claire Hamilton at LaArtist7@yahoo.com or The Pawling Garden Club, P.O. Box 60, Pawling, NY 12564.

- Geneva Claire Hamilton
Mike Pepper, The Computer Guy - Keyboard Shortcuts Beat a Mouse

As easy as it is to use a computer mouse, there are times when sticking with the keyboard can be easier, and faster.

With a mouse, when you want to copy some highlighted text on your computer, you need to open a menu with the mouse and then select “Copy” from the menu list. But you can simply press “Ctrl-C” for the same result. No extra clicking and selecting.

Just highlight the text and Ctrl-C. All done. (On Mac's, the key to use is “Command-C”[⌘-C]. Same results!)

This speedy little trick is called a “keyboard shortcut” or, sometimes, a “hotkey.” There are lots of these shortcuts, and they exist in all programs, and on all computers.

Many of them, particularly the editing commands—like Cut, Copy, and Paste—are common to all programs, and can be handy whether you’re surfing the web, writing an email note, or editing a letter or spreadsheet.

Windows | Mac
---|---
Copy | Ctrl-C
Cut | Ctrl-X
Paste | Ctrl-V

To make them even handier; these hotkeys can be done with one hand.

One of the most useful is “Save” – Ctrl-S or ⌘-S. Use this one-handed helper frequently, to make sure that the document you are working on is always tucked away safe in case of computer mishap. (This also works in other programs: like email, spreadsheets, photos...) It’s easy, and useful, to make it a habit for your left hand to do Ctrl-S whenever your right hand reaches for the telephone or a cup of coffee.

You can also select text to cut, copy or paste with your keyboard by combining “Shift” with the arrow keys. Shift-right-arrow will select the next character to the right. Shift-down-arrow will select all of the text from the cursor position down to the next line down.

The up and left arrow keys work similarly. A little practice with these and you’ll be surprised at how much faster some editing tasks can go!

Adding Ctrl-Shift (or Command-Shift on Mac) makes the selection cursor jump to the end of the next word with the right or left arrow keys or to the end of the next paragraph with the up and down keys.

For example; to select and copy from the current cursor position to the end of the paragraph, you could just type Ctrl-Shift+Right-

arrow to select, then Ctrl-C to copy. With practice, this is much faster than using the mouse.

There are many, many more hotkeys. Some are common to many programs and there are some always are some that are specific to the program that you’re using at the moment. Check the “Help” for your favorite programs to find the hidden helpers.

There are times when keyboard shortcuts are just a lot easier than using a mouse, and sometimes they really speed things up.

Hiding in plain sight

Many keyboard shortcuts are hiding in plain sight – right on your keyboard. Windows and Mac use different keyboard shortcuts. In an example, click on the “Edit” menu in your word processor or web browser. On the left hand side is the menu of commands from which you can select. But notice on the right-hand side you see that some of the commands have symbols next to them. In the Mac picture they look like “⌘-Z,” but on Windows they would say “Ctrl-Z,” and so on.

These are the “shortcut” keys that you can use to get the same result as you’d expect when you click with the mouse. So, as in the list above, you see ⌘-C for “Copy.” Look around your menus and you’ll find a lot of these shortcuts listed there.

You can customize keyboard shortcuts too; so if there’s a command that you use frequently and you’d like to be able to do it from the keyboard, you can make your very own hotkey. Check your program’s help files, or give me a call. I’ll be delighted to help you set up some keyboard shortcuts. I use them all the time!

As always, if I can fill in some details or help with anything on your computers, please don’t hesitate to call: Mike Pepper – Computer Guy. www.PawlingComputerGuy.com 845-855-5824

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Got Meme?

you may need more than two, but limit it to less than ten. Use the following steps to write your meme.

Identify your target market.

Define problems you solve for clients.

Clarify the benefits you provide.

Determine what you would like people to do after they hear or see your meme. What question do you want them to ask or what action you want them to take?

Use this information to write five conversation-starting phrases that summarize who you help and the problems you solve.

Once you have these draft memes, try them out. Some may elicit blank stares; others will prompt people to ask questions or start listing names of people they know who could use your products and services. A good meme can start a chain reaction in people’s minds and prompt them to move from prospect to client. When you hear people repeating your meme to others, you’ll know you’ve got one that works.

Coming up with an effective meme isn’t easy, but it’s the lowest cost and most valuable tool in your marketing tool kit. You may be pushing prospects away with your current tagline instead of helping people understand what you do and, more importantly, what you can do for them. So get meme, and get going with your marketing.

Have a question about meme’s? Connect with a SCORE mentor online or in your community today!

About the Author

The author, Charlie Cook, helps independent professionals and small business owners who are struggling to attract more clients and grow their businesses. To get the free marketing guide, 7 Steps To Get More Clients and Grow Your Business visit www.charliecook.net.
### Member News

**Lyme Disease Forum**

Chamber and Town Host Lyme Disease Forum at Pawling’s Lathrop Center. Guest Speakers U.S. Congressman Chris Gibson (19th District) and Dr. Kenneth Leigner addressed the problems facing those afflicted with Lyme Disease and pending legislation at the federal and state levels to advance awareness and protections for patients and physicians. Visitors at the May 7th event held at the Lathrop Center at Lakeside Park were from Pawling and surrounding communities. Jill Auerbach, Hudson Valley Lyme Disease Association, Chairperson, Auerjill@aol.com participated in the discussions.

**Office of Aging**

Do you have concerns about falling? Are you 60 years or older? Did you know that there are three exercise groups in this area to help you? These exercise groups will help you to strengthen the major muscle groups and prevent bone loss. The Office of Aging has been sponsoring these exercise groups with weights for the past 15 years at no charge, only an annual voluntary donation.

The exercise groups are held in two places: at the King’s Apartments, Monday and Friday 9:30am by Nada Davis and 10:30 by Jeanne Kelly and in Holmes Civic Center by Betty Kimma also twice a week. A doctor’s note is needed. In order to participate you have to call the Office of Aging in Poughkeepsie, 486-2555.

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### Pawling Community Foundation

Dedication of bench in front of the Chamber Building & Welcome Center Saturday, June 21st for Tracy Durkin donated by the Pawling Community Foundation. The Durkin family and guests attended.

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### Editorial Notes

The Chamber thanks the following members for contributing their time and talent to making this publication possible: Pete Muroski, and the staffs of Morales Communications and Phoenix Marketing.

Information about special events, as well as any comments and/or corrections to this newsletter, should be dropped off at the Chamber building, The Yarn & Craft Box or email: pcnv@bww.com. If time and space permit and within the context of editorial judgment, the information will be used.

To advertise in Pawling Matters please contact Peter Cris at petercris@aol.com

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### Membership in the Chamber of Commerce Includes

Membership in the Chamber includes: reduced advertising rates in our monthly newsletter, advertising in the local newspapers, radio and cable stations to increase your exposure, free listing in the Chamber Website and Guidebook, the opportunity to participate in the gift certificate program, and monthly business networking meetings.

**Fees** are: $165 for a business or $45 for a not-for-profit and $35 for an individual membership.

Please send your check to:

PCC Attention Andrew Carlucci, PO Box 19, Pawling, NY 12564

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### Chamber Committees

Volunteers are what make our chamber work. Please contact the committee chairperson for information and opportunities available.

**Beautification**

Chair: Steve Parrino 845-855-5415

**Events**

Chair: Marie Stewart 845-855-1632

**Financial**

Chair: George Apap 845-855-3300

**Green Committee**

Chair: Pete Muroski 845-855-7050

**Marketing & Communications**

Chair: Peter Cris 914-471-5083

**Merchant’s Committee**

Chair: Pat Martin 845-855-3397

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### Executive Board

**President**

George Apap

**Vice President**

Jay Muroski

**Secretary**

David Kelly

**Treasurer**

William Ward

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