



Vol XI: Issue 11

PAWLING

MATTERS

FEBRUARY 2015

A community newsletter from the Pawling Chamber of Commerce serving the Pawling, Holmes and Whaley Lake Communities.

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GET PAWLING MATTERS ONLINE

PDFs of this and past issues are available on our web site www.pawlingchamber.org



Charles Colman Blvd
P.O. Box 19 Pawling, NY 12564
845-855-0500

Moving Forward



Dutchess County Executive Marc Molinaro invites the members of the Pawling Chamber to attend the 2015 State of the County Address on Wednesday, February 25th, at 5:00 PM at The Culinary Institute of America, Marriott Pavilion - Ecolab Auditorium, 1946 Campus Drive, Hyde Park

Please RSVP online at dutchessny.gov/RSVP or call 845-486-2000.

Hope to see you there.

Chamber of Commerce Meeting Held at WPWL

Pawling Public Radio hosted the Pawling Chamber of Commerce meeting on Tuesday night, January 20, where business was highlighted and a bit of fun was thrown in for good measure. With a tasty dinner of hearty beef stew from Black Bear Restaurant and Tavern in Wingdale, close to thirty chamber members attended at the PPR newly re-configured studio.

Pawling Public Radio Board members Celeste Bevilacqua and Bill Bonecutter made presentations to the group, outlining the many PPR accomplishments over the last few years, and touched on many milestones that will be met in 2015. A brief discussion about upcoming events included The 4th Annual Voices of Pawling Awards scheduled for March 1 at the Pawling Fire House, where eight community members will be honored for their outstanding service to Pawling.

Amy Emke, chair of the very active PPR Education Committee updated all in attendance on several ongoing Education Committee projects such as the annual writing contest, Summer Internship Program, now sponsored by Pawling's Rotary Club, and the newly created high school internship opportunity mentored by Mr. Bonecutter.

Susan Stone assisted the Chamber guests in recording promos that, in part, encouraged the community to support our local businesses.

(continued on page 8)

Business Matters

Brought to you by SCORE “Counselors to America’s Business.” To learn more about how SCORE can help your business, e-mail them at scoredny@hotmail.com or call 845-454-1700 x 1021 for the Dutchess Chapter, or find a counselor online at www.score.org.

Tips for Getting Organized

Julie Morgenstern is an internationally renowned organizing and time management expert, New York Times best-selling author, consultant and speaker. Here, she provides expert tips for small business owners on getting organized.



Q: How can small business owners get better organized?

Get in the habit of daily planning. Entrepreneurs tend to be all over the place. Choose a centralized online or paper planner and keep everything there. It’s helpful to do your planning at end of the day for tomorrow and two to three days beyond.

Set weekly or monthly benchmarks for yourself, such as writing a certain number of articles or blog entries, or contacting a certain number of clients. Make sure these benchmarks are measurable and track them.

Q: What are your recommendations for setting priorities?

Delete - See if you can delete the idea; that is, determine if it’s worth the effort or if other versions are already in the works.

Delay - It may also be possible to delay the idea to a time when you’re not as pressured.

Diminish - See if you can streamline the idea and complete it in a shorter time.

Delegate - Finally, give the idea to someone else. That way it will get done and not throw your schedule off balance.

Q: What are three key considerations for monitoring and maintaining the effectiveness of a social media communication strategy?

Make sure that you know what you are going to measure or consider a success.

Be prepared that your metrics will change over time.

Don’t just monitor and measure for your brand. Look for trends or conversations on a broader scope so you can develop insight and quickly change course with your communications when the conversation shifts.

Julie Morgenstern’s work spans the distance between individuals and workforces – homes and corporations. The “Inside Out” philosophy that is now synonymous with her name result in customized solutions that are innovative, practical and ensure long-term success. Since 1989, Julie and her staff have transformed the way individuals and companies function around the globe, including American Express, Hearst, Deloitte, Microsoft, FedEx, GlaxoSmithKline, the NBC-Newsroom, the NYC Mayor’s Office, Sony Music, State Farm Insurance, and Viacom/MTV.

Pawling Events Calendar

Pawling Concert Series
The Rose Ensemble
Friday, March 27

Pawling Concert Series
The Hot Sardines
Friday, April 17

Pawling Car Show
Sunday, June (date TBD)

Music by the Lake
TBD
Saturday, June 27

Music by the Lake
TBD
Saturday, July 11

Music by the Lake
TBD
Saturday, July 25

Music by the Lake
TBD
Saturday, August 8

Music by the Lake
TBD
Saturday, August 22

Community Garage Sale
Saturday, September 5

Arts, Crafts & Antiques Fair
Saturday, September 26

Chamber Auction
Tuesday, October 20

SPECIAL NOTE:
Next General Meeting is
Tuesday, February 17, 6:00 PM
MARTIN’S COUNTRY CRAFTSMAN
816 Route 22, Pawling
RSVP: Marie 845-855-1632

Note to Member Organizations:
The Events Calendar is for Chamber, Town, Village and cultural events. For any other events, member organizations can submit a mini article about the event, its background, its purpose, etc. to PM for consideration. Please prepare your information by the 10th of the previous month and deliver it to the Chamber building or e-mail to pccny@bww.com

Pawling’s Rotary Club...Focused on Community

In May of 1940, Pawling’s Rotary Club was established to serve the Pawling community by raising funds to support organizations, non-profits, and projects with missions that were devoted to the betterment of the community and the lives of those who lived within it. This May, if you haven’t already done the math, Pawling’s Rotary will be celebrating its 75th anniversary. That’s 75 years of quietly doing good for our little town.

I sat down with Richard Harshbarger, the current club President, and had a wonderful and enlightening conversation about all the things that Rotary does, particularly for Pawling’s youth, which is the renewed focus of their mission.

Partnering with Pawling’s Recreation Department, Rotary advises, mentors, and helps to financially support the Interact Club of Pawling. (They are the amazing group of 75 high school students who devote themselves to community service projects throughout the school year.) Rotary’s annual Dictionary Project provides Webster dictionaries to all of Pawling’s third graders, both in our public and private schools. Rotary sponsors Career Day in the spring, in which local businesses open their doors to high school students for observation and some hands-on experience and exposure to the world of work and career choice, followed by a luncheon for all participating students and business mentors. The Rotary Youth Leadership Award (R.Y.L.A.) has been offered annually to two high school students from Pawling. This award will now be offered to five student participants, which is the maximum allowed from any single club. R.Y.L.A. is a Rotary International program. Winners of this award participate in a week-long leadership event, focusing on team build-

ing, which takes place on the campus of Mount St. Mary’s College in Newburgh, New York. Application for this valuable and highly anticipated workshop will become available early in the new year.

New to Rotary’s long list of annual events is the highly successful Chocolate Festival, which made its debut this past November, raising funds this year for Camp Sundown, which provides recreational opportunity for children suffering from Xeroderma Pigmentosum. Of course, there is also the Annual Rotary Golf Outing, which raises funds to support much of Rotary’s annual giving, including the donations offered to many local organizations that serve and support the youth in our community. These donations are granted during Rotary’s annual Christmas luncheon. Rotary also offers annual college scholarships.

Pawling’s Rotary Club is aligned with Rotary International. There are 1.2 million Rotarians worldwide... in 200 countries... totaling 33,000 clubs...all service-focused. The Rotary Foundation, which is supported by local club and individual contributions, “does big projects”, like eradicating Polio around the world.

There is a place for everyone at the Rotary table. All you need is a desire to make a difference ... right here in our own community. To contact the good folks at Rotary, click on the link to their web site on PPR’s web site under Links of Local Interest on the side bar, or log onto pawlingrotary.org., or e-mail Dick Harshbarger at rwharsh@aol.com.

- Susan Stone

This Year Outstanding Volunteers’ Announced Honorees to be Recognized at Voice of Pawling Event on March 1st

WPWL Pawling Public Radio recently announced this year’s honorees of the Voice of Pawling Award in recognition of outstanding volunteerism and dedication, striving above and beyond the call of service to this community.

Those being honored are: Cindi Campbell, Verna Carey, Terry Deegan, Rev. Jon Ellingworth, Lonna Kelly, Peter Muroski, and Roger Smith.

The event will be held on Sunday, March 1st at the Pawling Fire House with brunch beginning at noon and the presentation of awards beginning at 1:15.

Please join family, friends and neighbors to celebrate the wonderful spirit of volunteerism in this community and the wonderful people who work behind the scenes to make so many important and generous things happen! General admission tickets are \$30 per person at the door, but discounted to \$25 for advanced purchase. Seniors and

children under 12 at a reduced price of \$15. A table of 10 can be reserved for \$400.

If you have a local business and would like to sponsor a table, you have the opportunity to create a centerpiece significant to your business, two seats at the table, a ¼ page ad, and on air promotion for \$350. A table can also be sponsored for \$175, with two seats and on air promotion.

Program ads are also available to offer words of support or to congratulate the honorees.

To reserve tickets to the Brunch, send an email to info@pawlingpublicradio.org. Payment can also be made at the door, but space is limited, so please reserve early.

Pawling Public Radio is looking forward to sharing this 2015’s Voice of Pawling ceremony on March 1st.



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Sources: American College of Healthcare Executives (ACHE), "Top Issues Facing Hospital CEOs 2009"; The Estes Park Institute, "The Top Issues in Health Care 2010."

Radio Shack of Pawling – Here To Stay, Here To Service Pawling’s Electronic Needs

From replacing batteries for a cell phone, cordless home phone, garage door opener, flashlight, video game, and tv remote to installing security cameras, a tv, and stereo players, Pawling’s Radio Shack store on Rt. 22

continues its history of success offering great electronic products with its best business practice, personalized service. If it’s electronic you want, it’s here.



The Pawling Radio Shack store, a fixture in the town for more than 25 years, is a franchise store, not a corporate owned store. Colin Napolitano, a lifetime resident of Pawling is the store manager. He and his assistant, Martin Rich are committed to satisfying their customer’s needs. Their low key, professional manner explaining in simple terms how a electronic device works, assures their customers of a pleasant visit and having the knowledge to enjoy the use of their electronic device before they leave the store. If needed, Colin will also come to a customer’s home to help set up a device purchased at the store. If the item you want is not in the store, it will be special ordered with minimal wait time.

As a privately owned franchise store, Pawling Radio Shack can also utilize other vendor’s with comparable products. With only around 800 franchises in the US, your local RadioShack is a very unique store. It’s conveniently located at 31 Rt. 22 in the Town of Pawling. Tel. (845) 855-1710.

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Mike Pepper, *The Computer Guy* - Protect Your Phone From Malware!

iPhone and Android users; heads up! Your phone is also target for malware. It's not just computers that are being attacked, hijacked, or locked up by malicious software



In the past couple of weeks two customers called with smartphones that were locked up with ransom-ware. The owners could not get past a message that said that the phone had been “impounded by the FBI” and that the owner had to pay fine – via gift card – in order to get it unlocked.

Of course, it didn’t have anything to do with the FBI and the fine wasn’t real – it was just a common cybercriminal trying to steal some money. It’s not likely that paying the ransom would have worked, but, happily, we were able to unlock those two phones without paying the ransom. All contacts and photos were safe!

Not all phone malware is ransomware. Just like viruses and malware on your computers, it exists for all sorts of nefarious purposes – including using your phone make or transfer international calls, stealing your identity, stealing your contacts, and using your phone to get to the phones of people on your contact list. No doubt the imaginations of the bad guys will be coming up with other ideas too.

So; how to protect against smartphone malware?

First; be vigilant. If you receive an email or a text message asking you to download an app – don’t do it, unless you are absolutely

positive about the source of the request. Likewise for websites that try to download an app: only accept apps that you’re sure come from the Apple app store or from the Google Play app store.

Second; install an antivirus / antimalware app on your phone and keep it up to date. There are several antivirus apps in both the Apple store and in the Android app store at Google Play. Several reputable ones are free, and many of the antivirus programs for computers offer free options for phones and mobile devices. (Yes; your tablets need it too.)

Third; back up the data on your phone: contacts and, if you use the camera, photographs. You may also want to back up your apps, but the app stores will usually keep track of which apps you have purchased. And if you purchase music or videos exclusively for your phone or tablet, then you’ll need to back that up too.

If you have an iPhone or iPad, then you can opt to back it up to iCloud – but it is NOT automatic, even if you have an iCloud membership. Backing up your phone there is a optional extra, with an extra charge. The best thing – and least expensive – is to back up your phone to your computer. (Because your computer is being backed up somewhere else – right? Right?!!)

If you have an Android phone, then you also have cloud-based backup options but, again, they are all optional and not automatically turned on. You have to turn them on yourself! For contacts, with both iPhones and Android phones, you can elect to sync your contacts with an online service like Gmail, or Outlook.com, or iCloud – but you have to turn it on yourself.

Be vigilant; install anti-malware; set up automatic backups!

Hoping, as always, that this is all quite clear and useful; nevertheless if I can fill in some details or help with anything on your computers – or phones and tablets, please don’t hesitate to call: Mike Pepper ~ Computer Guy. www.PawlingComputerGuy.com 845-855-5824



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Financial Focus

What Does 2015 Hold in Store for Investors?

If you’re an investor, you probably had a pretty good year in 2014. But what’s in store for 2015?

It’s essentially impossible to make precise predictions about the performance of the financial markets — but it is possible to identify those economic conditions and market forces that may help shape the outcomes in the investment world for 2015. And by paying close attention to these conditions and forces, you can gain some valuable insights as to what investment moves might make sense for you.

Here are a few of these moves to consider:

- Consider adding stocks. With stock prices having climbed higher and higher for more than five years, you might be wondering if it’s time to scale back on your ownership of equities. After all, no “bull” market lasts forever. Still, some factors point to continued strength for stocks over the long term. First, we are seeing signs of improving economic growth; employment gains and low oil prices are giving consumers more confidence, leading to a boost in spending. Second, corporate earnings —a key driver of stock prices — were quite strong in the second half of 2014, and companies appear poised to show more good results in 2015. And third, stocks — at least, large-company stocks — are still reasonably valued, as measured by their price-to-earnings ratios (P/E). Given these factors, you might want to think about adding quality stocks to your holdings — assuming, of course, that these stocks can help meet your needs for a balanced portfolio. And be aware that even the most favorable conditions can’t assure a continued run-up in stock prices.
- Prepare for rising interest rates. For several years, interest rates have been at, or near, historical lows. Given the strengthening economy, and the decreased need for stimulus, the Federal

Reserve may well raise short-term interest rates in 2015, perhaps as early as this summer. But long-term rates may start rising even before then, so you may want to take a close look at your bonds and other fixed-rate investments. As you probably know, when interest rates rise, the value of existing bonds typically falls, because investors won’t pay full price for your bonds when they can get newly issued ones that pay higher rates. One way to combat the effects of rising rates is to build a “ladder” consisting of short-, intermediate- and long-term bonds. • Look for investment opportunities abroad. Although economic growth has been slow in parts of the world, especially China, many countries have now initiated policies to spur economic growth. These actions can create opportunities for international equity investments. The world of global investing can be complex, though, so before taking action, you may want to consult with a financial professional.

There are no guarantees, but by following the above suggestions, you may be able to take advantage of what looks to be a fairly favorable investment environment for 2015. While you should make most of your investment decisions based on long-term considerations, it’s always a good idea to be attuned to what’s happening in the world around you — and to respond appropriately.

Investing in stocks involves risks. The value of your shares will fluctuate and you may lose money. Special risks are inherent to international investing, including those related to currency fluctuations and foreign political and economic events.

This article was written by Edward Jones and Provided by Celeste Bevilacqua. Financial Advisor, Edward Jones, she can be reached at 845-471-6346 or celeste.bevilacqua@edwardjones.com

Pawling Garden Club Donates Books to Pawling Library

On November 25, 2014, Pawling Garden Club president, Geneva Claire Hamilton, presented a gift of eight garden-themed books to Casey Conlin, director of the Pawling Free Library. The books were given in memory of the late Phyllis Hilda Scerebini, a longtime member of The Pawling Garden Club, who left a bequest to the garden club. The books were purchased from Pawling’s local bookstore, The Book Cove, from its current and out-of-print collection and are on a variety of gardening topics: The Plant Care Manual, The Front Garden, Sunflower Houses: Garden Discoveries for Children of All Ages, Plant Marriages: What Plants Look Good Together, Smithsonian Handbooks: Trees; Projects for the Birder’s Garden, Garden Butterflies of North America, and Grandmother’s Garden: The Old-Fashioned American Garden. Each book has a botanical bookplate, beautifully designed by library staff member Lyn Lavallee; and the books are available for circulation to the public.

- Geneva Claire Hamilton



Photograph: Donald Partelow

Member News

FrOGS Calendar of Events for February/March

Winter Walk - Saturday, February 28 Noon. An easy to moderate naturalist-led interpretive walk at Lakeside Park in Pawling. Meet at the Pawling Recreation Center parking lot. Call Beth (845) 228-5635 or Judy (845) 878-7740 to reserve your spot.

FrOGS' Annual Meeting: All About the Great Swamp - Sunday, March 8 2 PM. Learn about the Great Swamp and the work FrOGS does to take care of it in a presentation by Dr. Jim Utter. Tentative location: Patterson Library. Check our website www.frogs-ny.org for more information.

"The Bear Reality" with CT Master Wildlife Conservationist Felicia Ortner - **Sunday, March 15 1:30 PM.** Black bear populations are increasing throughout the area. Our program will give participants information about their natural history and behaviors. Connecticut Master Wildlife Conservationist Felicia Ortner will suggest strategies for the coexistence of humans and bears at Trinity-Pawling School.

Chamber of Commerce Meeting (continued from page 1)

These can now be heard on WPWL's web streaming station, available on this website. Additional PPR board members in attendance were Ann Godesky, Carol-Lee Kantor, and Mike Shustak, PPR Board Chair. PPR Volunteers Stephanie Rogers, Michael Bergquist, Janet Bergquist from Brewster High School, and their friend Isaiah from Ketcham High School were on hand, as well as PPR Engineer Jovan Bradley.

The Pawling Library

The Pawling Library offers a variety of adult and family programs including entertaining and educational seminars and workshops. Check our Calendar for a complete listing of our Programs.

Monday Matinee: Spend an entertaining afternoon with us enjoying a newly released film. We'll have popcorn but please feel free to bring your own snack and beverage. This afternoon movie presentation is for an adult audience. Please observe the film's ratings. And let us know what movies you'd like to see. See you at the movies! **Mondays at 2:00 pm.** Registration is required for this event, check our Calendar for upcoming movies.

Intermediate Hatha Yoga with Maria Polhemus - This program is for adults with prior yoga experience. Hatha Yoga is one of the most popular relaxing forms of exercise. Come spend an hour with us and enjoy a new found path to tranquility. Please wear comfortable clothing and bring a yoga mat or blanket. Each session ends with a guided meditation. **Tuesdays 1:00-2:00 pm.** Registration is required for this event. Please note: There is a program fee of \$4.00.

The Writers Circle: Meet with other writers to share your writing projects, discuss what motivates you to create, exchange your publishing resources, participate in constructive critiques and more.

Meets the **third Wednesday of each month, 7:00-8:30 pm.** Registration is required for this event.

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, P.O. Box 19, Pawling, NY 12564

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: pccny@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

CHAMBER COMMITTEES

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

<i>Beautification</i>	
<i>Chair: Steve Parrino</i>	<i>845-855-5415</i>
<i>Events</i>	
<i>Chair: Marie Stewart</i>	<i>845-855-1632</i>
<i>Financial</i>	
<i>Chair: George Apap</i>	<i>845-855-3300</i>
<i>Green Committee</i>	
<i>Chair: Pete Muroski</i>	<i>845-855-7050</i>
<i>Marketing & Communications</i>	
<i>Chair: Peter Cris</i>	<i>914-471-5083</i>
<i>Merchant's Committee</i>	
<i>Chair: Pat Martin</i>	<i>845-855-3397</i>

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