



Vol XI: Issue 12

# PAWLING

MATTERS

MARCH 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](http://www.pawlingchamber.org)



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

## Senior Housing Started at Castagna Commerce Park

Harsh winter weather conditions have interrupted many of our personal and business plans in Pawling. There is at least one exception that may not have been noticed. The senior housing development (the Hamlet at Pawling) at Castagna Commerce Park, on Rt. 22 in Pawling. The Kearney Realty and Development Company broke ground at the site December 19th and despite the harsh weather, have continued preparing the site for construction of the first of two buildings. Currently, the site is cleared and the rock removal process has begun. The weather has forced only minor delays but the overall schedule is intact with the first building expected to open in May 2016 and in June 2016.

John Gutleber, President and CEO of Castagna Realty Co., Inc. and his team of consultants, presented an overview of the status of Castagna Commerce Park at a recent Town Board meeting. *"There is an abundance of activity taking place now and will continue. We look forward to working with the Town to realize the completion of this activity and the benefits to be enjoyed by the Pawling community."* - stated Mr. Gutleber.

*"Permits are in place for the new sewer line on Rt. 22,"* Mr. Gutleber noted, *"and a contractor will be selected shortly to begin work in April. Estimated costs for the new sewer have increased to more than \$2.2M. We will be preparing request to the Town to increase density and add flexibility to the present zoning regulations that will make this project economically feasible and bring economic growth, jobs and tax benefits to the Pawling area as quickly as we can."*

The Master Plan shows the following benefits from this project: \$4.4M in annual taxes upon completion, 2,000 construction jobs and 1,000 permanent jobs. Presently, negotiations are underway for a medical office building, hotel, assisted living and senior townhomes. Increased sewer capacity is critical to the development of these components and the economic development for Pawling.

## How's Business?

We hope your quick answer is "GREAT!" If it is, join us today and share your success story with the nearly 200 members of the Pawling Chamber of Commerce. We want to help make your business even greater. If your answer is "not so great," join us today. Let us work with you, and together, with our members help make your next answer "GREAT!" It is a small investment for your business as shown on the attached application. What are your returns?

Start with our monthly lunch and dinner meetings that bring us together as we network and socialize in a relaxing environment to share ideas for growing our businesses. From time to time, guest speakers are invited to join us and present updates about business trends, economic growth, health benefits, insurance, legal and banking advice.

You can participate and contribute to the Chamber sponsored events throughout the year. There are many opportunities for profiling your business with sponsorships that will get your name noticed. So will articles, photographs and advertisements in the Chamber's monthly publication, Pawling Matters which is available in print and on our

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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 scoredcny@hotmail.com or call 845-454-1700 x 1021 for the Dutchess Chapter, or find a counselor online at www.score.org.

10 Ways to Supercharge your Email Marketing

Daniel Kehrer shares ten ways to supercharge your email marketing and get more customers!



With so much emphasis these days on search engine marketing and social media, email marketing gets overlooked. But for millions of local businesses it represents a steady performer in the marketing mix. Using email marketing effectively, however, can be challenging. Here are 10 ways to make email marketing work harder for your business:

**Improve your appearance:** Your “Subject” line is critical. This is what most recipients see first. They will use it to decide whether or not to open your email. Subject lines of 30-50 characters are best and should convey a sense of urgency. Avoid words or

phrases associated with spam such as “Free,” “You may have already won” or “Don’t delete!” The “From” field is also important. It’s usually best to use your business name (or your name if that’s more recognizable) so recipients know who’s sending it.

**Hone your message:** Craft your message so it appeals as specifically as possible to your intended audience. Be clear about which audience you are addressing. For example, are they current customers? Inactive customers? Prospects? Different audiences have different likes, expectations and levels of knowledge about what your business offers. Focus on one thing you want to accomplish.

**Respect recipients’ time:** Email marketing involves a special relationship since recipients have given permission for you to send them emails (they’ve opted in somehow). So treat them with special care. Offer them something of value – special deals, important news, insider access or VIP treatment of some kind – and never waste their time.

**Make it interesting:** If you’ve done the preliminaries right and recipients open your email, keep them engaged by making it interesting, as well as worth their while. Use a conversational style (avoid sounding like a commercial) and let your personality (or your brand’s personality) come through. Write like you are talking to a friend.

**Call to action:** Just as with other marketing messages, emails need a strong call to action. A strong CTA makes it clear what action the customer is expected to take, and why.

**Tap into testing:** One of the nice things about email marketing is that it’s so easy to test. For example, you can easily try different subject lines and see what works best. You might be surprised at your findings. Craft several different main messages and see which ones result in the most “clicks” to your website. Try different offers and calls to action.

**Segment your list:** For many small businesses, segmenting spells success. If you customers include different demographic groups (older, younger, men, women, etc.), try creating customized offers and messaging to different groups. Segmenting will also reduce opt-outs since recipients get more targeted messages.

**Take it slow and steady:** The best email lists are often build slowly and methodically over time. Purchased lists can be of dubious quality and value. Don’t worry if your list is small. Quality trumps quantity.

**Dial the right frequency:** Because email marketing is relatively inexpensive it’s tempting

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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, March 25, 6:00 PM**  
**BRADY BROOK MEETING HOUSE**  
**38 Akindale Rd**  
**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

Unlocking the Value of Direct Mail Marketing

In our current, post-recession economy, direct mail is not commonly thought of as a cutting edge marketing tool. More likely, it’s seen as a trusty old standby – a singular advertising approach that does not buttress other marketing efforts, particularly anything web-based. However, given the present over-saturation of email, it’s time to have another look. Even for small businesses, there are some simple things you can do to generate immediate returns for your business (or non-profit) with low cost and minimal effort.

First, recognize that direct mail works, particularly when you know who should get it. The problem is that most direct mail is not used directly – we call it “indirect” mail, more commonly thought of as unsolicited junk mail. Retailers often troll mailboxes hoping that consumers take the bait, but the approach can be unsophisticated and ineffective. So, who should get direct mail? Certainly, anyone who touched you either via the web or in the store ought to hear back from you either through the inbox or the mailbox, or even better, both.

Second, once you know something about your existing customers, consider profiling more customers like them. Yes, there are costs for list sourcing and a direct mail solicitation, but it is a tactical, non-invasive approach that yields a considerably better cost-effective awareness for product/service awareness than email, TV, radio, billboards or even newspapers. Therefore, its true value is both in

its directness and in the length of product/service exposure to the customer; this is more powerful when you know something about the intended audience.

Third, by taking a disciplined approach to capture complete contact and product preference information, you raise the value of your customer data considerably. Email marketing again becomes highly viable because you then have both permission as well as clearly expressed interest for on-going communication. Such an approach, organically generated, creates a phenomenal marketing tool that no money can buy for the cost.

Please join Sean Griffin and the Pawling Chamber of Commerce for the March 25th 6:00 pm evening dinner/meeting at Brady Brook Meeting House on 38 Akindale Road, Pawling, NY 12564. We hope to have a lively, interactive discussion about making direct mail marketing work for you in 2015. Feel free to bring both questions and mailpiece samples.

Sean Griffin is the President of Cornerstone Services, Inc., a direct mail communications firm founded in 1998 and currently based in New Paltz NY. He is also President and CEO of, DataConsulate.com, Inc. He may be reached at sgriffin@crst.net or (845) 255-5722 ex. 100.

Community Supports WPWL- Pawling Public Radio’s Voices of Pawling Honorees

In spite of the dismal snowy weather, two hundred of Pawling’s stalwart community members came to the Pawling Firehouse on March 1st to support Pawling Public Radio’s 4th annual Voices of Pawling honorees.

This year’s honorees, Cindy Campbell, Verna Carey, Terry Deegan, Rev. Jon Ellingworth, Lonna Kelly, Peter Muroski, Roger Smith, and PPR’s special honoree Gene Garnes, chosen for their unstinting service to the Pawling Community and beyond, were feted with a brunch and award ceremony in which their years of service were commemorated and celebrated.

As part of the celebration, Pawling Public Radio’s Chair Mike Shustak, brought all in attendance up to date on the progress being made toward the station’s FCC licensing and plans for the broadcast tower build, which has been generously funded by the Oliver S. and Jennie R. Donaldson Charitable Trust. Amy Emke, the PPR education committee chair, spoke at length about the committee’s educational mission and the many ways in which Pawling Public Radio provides extracurricular educational opportunity to community students in Pawling’s public and private schools. Celeste Bevilacqua, committee chair for the VOP event, served as Master of Ceremonies. Members of the Voices of Pawling event committee



included: Mike Shustak, Susan Stone, Bill Bonecutter, Amy Emke, Stephanie Rogers, Ann Godesky and Carol Lee Kantor. Also in attendance were several WPWL on air program contributors and volunteers.

Funding for two college scholarships offered by Pawling Public Radio to graduating area high school seniors was raised by raffling a mountain bike which was generously donated by Stancy Duhamel, of Dover.

- Susan Stone



# Ice and Snow Biking in Pawling

They are avid, well actually, hard core bicyclists who create riding opportunities regardless of the weather. During the frozen winter months they use studded tires that allow them to ride on ice or hard packed snow. Lakeside Park offers miles of hiking and biking trails that provides a variety of flat to steep challenging hills and they have explored them all.

While the Park also offers cross country skiing trails, these three friends prefer to have two wheels underneath them. Ralph and Curt continue to race for Pawling Cycle and Sport whereas Brian is a PCS sponsor.

When the weather warms you will find them riding on the road throughout the tri state area. Their most recent adventures involve touring where they pack their bike panniers with supplies and live off their bikes for a week at a time. They have ridden to Lake Placid, Adirondacks, Mt.Greylock, Beartown State Forest and Mt. Washington.

Brian says that Curt is proposing they ride to Maine this summer for a lobster dinner. Ralph said that if Curt is buying "let's ride".



L-R: Pawling Residents Ralph Pruitt, Curt Cess and Brian Griffin  
Lakeside Park February, 2015

# The Birth Of Bluegrass



Many streams run into a river and The Rose Ensemble will explore the early vocal music that now flows into the big Bluegrass waters. The Ensemble is a 12 person mix of voices and instruments that explore and present nearly a thousand years of stories through the music of lands all over the world. The group will perform on Friday, March 27 at 8 pm in the All Saints' Chapel on the campus of Trinity-Pawling School. The popular program, "The Roots of Bluegrass - a Journey Through America's Folk, Old-Time and Gospel

Traditions", features ballads, dances, hymns and anthems. The artists will move through the music of the dance halls in Boston, to Shaker villages and into the hills of Appalachia, exploring the harmonies that became bluegrass.

Tickets are \$30 for adults, \$15 for students and those 12 and under are guests of the Series. These tickets are available at the Book Cove in Pawling, at the door of the Chapel before the concert and through PayPal. There also will be a light supper of soup, sandwich and salad for a modest fee offered in the CAVE from 6-7:30 pm. The Chapel is only steps away, parking is plentiful and all buildings are handicapped accessible. The closing concert, "The Hot Sardines" will be on Friday, April 17. Another facet of legendary American music - jazz in the Speakeasy era! It will be a coffee house setting in McGraw Pavilion and dancing is allowed. For information on all concerts write for a brochure to PO Box 163, Pawling NY 12564, visit pawlingconcertseries.org or call 845-855-3100.

The Concert Series is partially underwritten with funds from the New York State Council on the Arts and by Arts Mid-Hudson. Generous annual donors are M&T Charitable Foundation, Castagna Realty, Andron Construction, Joe Meunier & Son and Joe Pietryka Incorporated.

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Mike Pepper, *The Computer Guy* - Smart TV or Not-Smart TV?

If you’re shopping for a new TV anytime soon and find yourself with a choice between a smart TV and one that isn’t – go with the one that isn’t.



A smart TV sounds like a swell idea, but it really isn’t. And for a lot of reasons. They aren’t as smart as the makers imply, and, worse, the smart TVs will play tricks on you that can be irritating, at the least, and, sometimes, downright disturbing. And sometimes, the “smart” features just stop working.

What’s the big “smart TV” idea?

It’s been a long time since watching TV meant choosing from whatever was broadcast over the air, or even the hundreds of channels that come via cable or satellite. Now there are thousands of channels that are streamed via the internet, including well-known streaming giants like Netflix, and Amazon Video, and music streaming services like Pandora too. To receive the streaming services over the internet, you need to add an external “set-top box,” or “STB,” to your TV. STBs, with names like Roku, Apple TV, and Amazon Fire TV, connect to the internet and then present menus of streaming services on your TV, and then selections of programs and movies that are delivered by those services.

The basic idea of a smart TV is that, instead of adding a separate STB outside the TV, the STB functions are built directly into the

TV. No extra STB outside the TV, and no extra remote control. Sounds great.

Unfortunately, the smart TV idea just doesn’t work out as well as it should.

For starters; not every smart TV, or STB, can receive every streaming service. So, if the smart TV that you choose doesn’t receive the streaming service that someone in your house desires, then you’ll have to get a different, additional STB anyway.

To make this worse; the streaming companies sometimes make technical changes to their services, and the STBs need to change to keep up. While the makers of STBs routinely update the software in their boxes to keep up with these changes, the manufacturers of smart TVs have developed a reputation for being slow to update their TV software, or to not update certain models at all. In those cases the smart TV can no longer receive the streamed programs and the more expensive “smart” option is made useless.

And more bad news about smart TVs; it’s been found that some smart TV makers, including some of the biggest brand names, have been using the intelligence built into their TVs to add extra commercials to the programs that are streamed through them; even going so far as to break into movies and add commercials. Some set makers have even been found tracking the viewing streams that a given TV “watches” and then reporting this information back to advertisers.

In the news recently, it has been reported that some smart TV makers have included software in their TVs that can actually listen to what is going on around the TV and report back to some Central Scrutinizer about it. (I don’t want to scream “1984” too loudly, but there it is.) The answer, then, to the question of whether to go with a smart TV or a not-so-smart model with STBs on the side: go with the set-top boxes and skip the smart TV.

Hoping, as always, that this is useful; if I can fill in some details or help with anything on your computers or other digital connections, please don’t hesitate to call: Mike Pepper ~ Computer Guy. [www.PawlingComputerGuy.com](http://www.PawlingComputerGuy.com) 845-855-5824

Pawling’s Teens Invited to “Live For More Tour” March 21st

Journey of Hope Fellowship, located in Pawling, is excited to host an event for the teenagers in our community and the surrounding area. One of our goals as a church is to build relationships with the young people of our community, be a support to them and show the teens we care about them. The "Live For More Tour" event will be presented by students from the Word Of Life Bible Institute on Saturday, March 21st at 7:00 p.m. in the Lathrop building at Lakeside Park in Pawling. They are an amazing group of college students who have a heart to reach out to

teens. In addition to the rigorous studies of college, they take time out to travel every weekend to a different city to share what God is doing in and through their lives. They will perform live music, provide fun games and great food. This event is for all teens ages 13 through 19. It is our hope that you would encourage the teenagers in your life to come out and experience a wholesome fun night with young positive role models. It could be the beginning of what might be a life-changing journey.

Financial Focus  
Time for Some Financial “Spring Cleaning”

You wouldn’t think so from the snow we have had, however, we’ve just about arrived at spring... the time when many people spruce up their homes, yards and other parts of their surroundings. This year, why not extend that practice a little further and give your financial and investment environment a good “spring cleaning”?

Here are a few suggestions for doing just that:

- **Reduce duplication.** If you’ve ever worked to “de-clutter” your home, you may have discovered a lot of extraneous items. Did you really need three blenders? Did you have more remote control devices than you did televisions? As you look through your investment portfolio, you might also find some duplication, perhaps in the form of multiple stocks of companies in the same industry. You might want to consider whether you’d be better off by reducing this concentration and using the proceeds to broaden your investment mix to create new potential for growth, income or a combination of both.
- **Repair your “roof.”** As part of your exterior spring-cleaning efforts, you might examine your roof to determine if you need to repair or replace any torn or missing shingles. After all, a strong roof is essential to protecting your home. And your financial foundation needs protection, too — so, review your life and disability insurance to ensure they are still adequate to meet your family’s needs. You also might want to consult with a financial professional for ways of dealing with the potentially devastating costs of an extended nursing home stay or another type of long-term care.
- **Plant some “seeds.”** Spring is a good time for re-seeding parts of your lawn that may be bare. Once you’ve planted the

seeds, of course, you’ll need to water and fertilize them to encourage growth. As you look over your financial landscape, you may also find areas that are somewhat barren. For example, you might be adequately funding your own retirement goals through your employer-sponsored retirement plan and other investments, but are you putting away enough money for your children’s college education? If not, you might need to “plant some seeds” for potential growth by investing in a college savings account, such as a 529 plan. And you may need to continually “nourish” your plan by contributing money each year.

- **Update your “furnishings.”** When you bought and arranged your home’s furnishings, they might have been perfectly suited for your needs. But now, many years later, your situation may be quite different. Perhaps you’ve said goodbye to grown children who have struck out on their own, so you might want to make new uses for old rooms. And maybe your old “stuff” just isn’t as comfortable as it was before, or the layout of your furniture isn’t as efficient. Whatever the case, it may well be time to update your environment. And the same thing can happen with your financial “house.” To reflect changes in your family situation, employment, economic circumstances, retirement goals and other factors, you will need to periodically review your financial strategy and your investment portfolio, and make adjustments as needed.

Tidying up your living space may help improve your overall outlook on life. The same might be said of a financial spring cleaning — and you won’t even need a mop.

*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](mailto:celeste.bevilacqua@edwardjones.com)*

10 Ways to Supercharge your Email Marketing

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to use frequently. But that can backfire. The best frequency and time of day to send your emails depend on the type of business you operate. Finding the right formula is a learning process, so try sending emails at different intervals and times. Also avoid large gaps in your frequency. If customers haven’t heard from you in months, they may forget they opted in and consider your message spam.

**Win the browser battle:** Email recipients use many different email programs and web browsers, including Outlook, Yahoo, Entourage, AOL, Apple, Gmail, Hotmail and others. A common mistake is failing to test emails to make sure they work properly with as many email programs as possible. An easy way to do this is to use an email vendor for your marketing campaigns and take advantage of their testing tools. A few options include Mail Chimp, Constant Contact, iContact and Vertical Response.

Have a question about email marketing? Connect with a SCORE mentor online or in your community today!

About the Author

*Daniel Kehrer, Founder & Managing Director of BizBest Media Corp., is a nationally-known, award-winning expert on small and local business, start-ups, content marketing, entrepreneurship and social media, with an MBA from UCLA/Anderson. Read more of Daniel's tips at [www.BizBest.com](http://www.BizBest.com), follow him at [www.twitter.com/140Main](https://twitter.com/140Main) and connect on LinkedIn at [www.linkedin.com/in/danielkehrer](https://www.linkedin.com/in/danielkehrer).*

## Member News

### How's Business?

(continued from page 1)

new web site, [www.pawlingchamber.org](http://www.pawlingchamber.org). It is in full color with expanded coverage to reach your present and new customers. As a Chamber Member, you will also enjoy a free listing in the Pawling Guidebook (published every two years) and distributed to local businesses and Dutchess County's Tourism Information Centers.

So, if you want your answer to the question "How's Business?" to be "Great!" send in your application to the Pawling Chamber of Commerce today. We look forward to seeing you soon.



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### 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](mailto: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](mailto:petercris@aol.com)*

### CHAMBER COMMITTEES

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

|                                       |              |
|---------------------------------------|--------------|
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