



Vol XII: Issue 3

PAWLING

MATTERS

JUNE/JULY 2015

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

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HAPPY SUMMER!

GET PAWLING MATTERS ONLINE

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

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

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

Got Meme? How To Attract Your Clients' and Customers' Attention

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

If you've opened up a magazine or watched TV in the last ten years you've seen either the "Got Milk?" ad campaign or the fun and memorable milk ad campaign using celebrities with a milk mustache. Chances are it got your attention and you remember the phrase, “Got Milk?”

A good meme is simple, provocative and infectious. An effective meme rolls off your tongue and sticks in your mind. Others remember it and pass it along to their friends and colleagues. It’s the cultural equivalent of a gene. For those of you without a national advertising budget, helping prospects and clients quickly grasp what you do and having them spread the word about your services is 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 them along with little effort. They communicate what you do in a few words or in a short sentence. They enable you to get across the benefits of your products and services to prospects in a form they'll remember and repeat to others.

Does your current title, 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. The problem with labels is that they don’t tell anyone how you can help them, or which problems you solve. In most cases they kill further conversation.

Descriptions of work processes and methodologies are not marketing memes. These usually start with "I ...". While at some point a prospect may want to know how you work, it is their problems and concerns which interest them the most and are the best place to begin.

Offers such as "Buy this and get two free" are not marketing memes. Your meme isn't meant to convince someone to buy but rather to get his or her interest and start a conversation.

Examples of Effective Memes

Effective marketing memes focus on a specific clientele and a solution, or better yet a common client problem. For example, "I help independent professionals attract more clients," identifies a market and a client problem. It also invites the follow up question "How?" FedEx grew their now billion dollar business with the meme, “When it absolutely, positively, has to be there overnight.”

Whether you use a meme in the elevator, on your business card or in your mailings, it should help your prospects know whether you are talking to them and define you as someone who can help them solve a problem, and prompt prospects to ask if your products and services could help them, too.

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,

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Pawling Events Calendar

Pawling Farmers Market
Saturdays, June 13 - September 19

Music by the Lake
Back To The Garden 1969
Saturday, June 27

Music by the Lake
Petey Hop and the Jackrabbits
Saturday, July 11

Music by the Lake
Shorty King’s Rhythm Review
Saturday, July 25

Music by the Lake
HOTROD
Saturday, August 22

Music by the Lake
Chain Gang
Saturday, August 29

Community Garage Sale
Saturday, September 12

Arts, Crafts & Antiques Fair
Saturday, September 26

Chamber Auction
Tuesday, October 20

ArtEast Open Studio Tour
October 17,18 and 24,25

Tree Lighting
Friday, December 4

SPECIAL NOTE:
Next General Meeting is
Tuesday, August 18
TBD
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

Back To The Garden 1969 Returns To Pawling To Open Season 10 Of The Music By The Lake Concert Series

Pawling’s Music By The Lake Summer Concert series celebrates its 10th year of summer concerts this season, and what better way to begin the season than with a return visit by our friends “Back To The Garden 1969”.

A perennial favorite of Pawling concert-goers, the band brings “The Woodstock Experience” back to Pawling’s Lakeside Park on Saturday, June 27. If you have attended any of their previous MBTL shows, you already know that this is a top notch band of talented musicians who always put on a great show. If you haven’t experienced the band yet, rest assured that this is an experience not to be missed – rain and mud optional!

Band members are Gary Adamson (drums, guitars, percussion, vocals), Pawling resident Bob Fonseca (keyboards, percussion, vocals), Tom Sprock (bass, vocals), Larry Kelly (guitars, vocals), Annie Masciandaro (drums, percussion, vocals), and Fred Walcott (percussion).

Music By The Lake concerts are held on Saturdays at 6:00pm at the Pavilion at Lakeside Park. In case of inclement weather, the concerts will be held in the adjoining Lathrop building. As always, all concerts



are FREE!

So bring your picnic baskets, coolers, blankets and folding chairs and join us on June 28th at 6pm as we journey back to Woodstock with “Back To The Garden 1969”.

For more information about the concerts, and the bands, visit our website at www.pawling.org/recreation, or email us at musicbythelake@pawling.org

Don’t Miss WPWL’s Summerfest 2015!

Pawling Public Radio presents the 4th Annual Summerfest, July 18th from 2pm to 8pm at Lakeside Park in Pawling. This year’s concert will feature artists from Pawling Public Radio’s independent music show, The Indie Hour with Delia Stanley. The Indie Hour explores independent musicians who promote community over competition, and many of them will be taking the stage during this year’s Summerfest event.



Performers include Bitterheart, currently working on their second studio album produced by Simone Felice of the Felice Brothers, Gerard Smith who has been featured on Radio Woodstock and Alive with Clive, and The Devyl Nellys, featuring lead singer/songwriter Nelly Levon who has written for artists on the Interscope and Mercury labels. A total of ten bands have signed on

to perform at Summerfest, and all have been guests on Delia’s show in the past year.

Delia Stanley, the producer of this year’s event, is a multimedia artist and musician living in Hudson Valley, New York. As a singer/songwriter, Delia plays many Putnam and Westchester venues both solo and with other local musicians. Her show on WPWL can be heard live every Saturday between noon and 1 p.m. and re-broadcast on Thursday between 9 and 10pm. She is also curator of Music Mondays on Facebook; both shows are committed to providing a voice for original independent artists. Delia is also a visual artist, experimenting in a variety of mediums.

Summerfest is a family friendly event that will include plenty of food, fun and great music from the best indie bands in the area, PPR invites you to bring your lawn chairs and blankets to Lakeside Park and enjoy a full day of entertainment provided by some of the best musical talent in the Hudson Valley. Tickets are \$25.00 for adults and children twelve and under may attend for free! Tickets are available both online and at the park on the day of the event. Funds will support Pawling Public Radio’s expansion as they complete their FCC licensing requirements this summer. For more information please visit www.pawlingpublicradio.org.

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 comple-



mented 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.




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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 reminisced 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.

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 LaArtiste7@yahoo.com or The Pawling Garden Club, P.O. Box 60, Pawling, NY 12564.

- Geneva Claire Hamilton



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

(continued from page 1)

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.

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Worth getting up for!



PAWLING
FARMERS MARKET

Saturdays, 9 a.m. to 1 p.m.
June 13 - September 19

The Pawling Green
on Charles Colman Blvd

Events sponsored by The Book Cove
Music sponsored by Petite

pawlingfarmersmarket.org

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	⌘-C
Cut	Ctrl-X	⌘-X
Paste	Ctrl-V	⌘-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 some are always 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 software and system menus. For 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.

Edit	View	Insert	Format
Undo Typing			⌘Z
Repeat Typing			⌘Y
Cut			⌘X
Copy			⌘C
Paste			⌘V
Paste Special...			
Paste as Hyperlink			
Clear			
Select All			⌘A
Find...			⌘F
Replace...			⌘H

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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Financial Focus

Keep Your Investments from Going on “Vacation”

It’s that time of year when many of us hit the road for a summer vacation. If you are fortunate, you will be joining them — after all, “all work and no play” is a difficult way to live. But while you may not think it beneficial to work all the time, the same can’t be said of your investments and your investment strategy — because, ideally, they should never stop laboring on your behalf.

How can you avoid “taking a vacation” as an investor? Here are a few ideas:

- Don’t let your portfolio get “lazy.” Laziness is fine for vacations, but it’s not so great for an investment portfolio. When you invest, it can be easy to let things drift along and stay the same as they’ve always been. But over time, things can change: Your goals can change somewhat, your family situation can certainly change and even your investments themselves may change. That’s why it’s important to review your portfolio and your investment choices regularly, possibly with the help of a financial professional. You may not need to make drastic changes, but even modest-seeming adjustments may make a big difference down the road.

- Don’t choose an investment mix that just “sits around.” If you were to put all your investment dollars in conservative vehicles, such as certificates of deposit (CDs), your principal would likely not experience much volatility — which is good. But your money almost certainly would not have the growth potential to help you reach your long-term goals — which is not so good. That’s why you will need to own some investments, such as stocks and stock-based instruments, that offer growth potential. It’s true these investments will fluctuate in value, and there’s no guarantee you won’t lose money on them. You can help address this risk by focusing on the long term and by creating an investment mix that is suitable for your situation.

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

- Don’t become a “spend-happy” investor. It can be pretty easy to spend more on vacations than you had planned. For some reason, perhaps the carefree nature of a vacation, the act of spending money seems less grounded in reality — until you get home and see the bills. As an investor, you can also get carried away with your transactions — and it can cost you. To be specific, if you are constantly buying and selling investments, you’ll be making it harder for yourself to follow a unified, long-term investment strategy. As mentioned, you will need to make changes as needed, over time, to your portfolio, but making moves such as chasing after “hot” investments, or giving up on other investments after one bad period, will likely not benefit you and could prove detrimental to your progress.

As someone who spends most of your life working, you may very much appreciate your vacations. But as someone trying to achieve important financial goals, such as a comfortable retirement, you shouldn’t take a “vacation” from investing — and you shouldn’t let your investments take one, either. As you know from your career and your other activities, making a consistent effort may pay off — and it’s the same with investing.

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

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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 strength 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.

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.

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.

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