



Vol XIII: Issue 2

# PAWLING

MATTERS

JUNE/JULY 2016

**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

## Presentation of Pawling Newspaper on June 28

For many years Pawling had a local newspaper. The Pawling Press ceased publications in March 2012. Without a local newspaper important local events and goings on are missed. About a year ago, group of interested citizens formed a committee to examine the feasibility of publishing a local paper. This group will be presenting a plan for a community sponsored newspaper at 7pm on June 28 at the Town Hall in Pawling. If you think that you, your business or organization can benefit from such an effort, we urge you to attend this meeting. The presentation is brief and there will be a Q&A session afterward.



## The Pawling Farmers Market Opens June 18

The Pawling Farmers Market opens Saturday, June 18 for the season, with extended hours, more vendors, and more special programs delivering the finest fresh produce, specialty foods, and wines the Hudson Valley has to offer. The market, now in its 9th season, will be open Saturdays through October 1st, from 9 a.m. to 1 p.m., staying open an extra hour and an extra two weeks in response to visitor requests for more time to shop at the market situated on Pawling's Village Green.

Vendors this year will offer orchard produce, fresh baked goods, local cheese, maple syrup products, poultry, and more. The market has also doubled its artisan program with hand-made cutting boards and photography.

A petting zoo from 'Two by Two' will help launch the season June 18, with a free-of-charge (donations appreciated) traveling zoo for Farmers Market visitors.

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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.

5 Mistakes Small Businesses Make Online

Small business owners are busy. It’s difficult to focus the right amount of attention on all facets of your business when you’ve got both off- and online operations to juggle. So it’s no surprise that mistakes are made along the way. But when nine out of 10 U.S. consumers use the internet to look for local goods and services, and research a potential purchase, one mistake you can’t afford to make is neglecting your online presence.

Here are a few common errors that many small businesses make online, and what you can do to help make sure your business is on the right track

1. Using a social media page as your only web address

Only 51% of small businesses have a website, yet 80% use social media. So for many small businesses, social media is key to growing your business. But how do your customers know where to find you on social media? One of the easiest ways to ensure customers can find you no matter where your online business is located is to register a domain name and point it to your business’s social media page.

Called domain forwarding, it works just like forwarding mail. You create a rule that automatically redirects anyone who visits your domain name to your page on Facebook, LinkedIn, Etsy or whatever social media platform you use as your business’s communications or e-commerce hub. Domain forwarding is easy to set up with your domain name registrar and can take as little as five minutes.

A domain name also helps to brand your company by providing a memorable web address you can market. And when you are ready for a website, you don’t have to change the web address that your customers already know and use.

2. Using a free email provider as your company email address

A domain name is so much more than just an address for your website – it can represent every aspect of your business’s online identity, including your communications. In addition to your web address, you can use your domain name to set up a custom email address for your business. For example, what email address would look more credible to customers: info@pearlywhitesmiles.com or toothymike88@genericfreemailservic.com? The answer is pretty clear, especially if you are already driving them to your website, pearlywhitesmiles.com. In fact, 65 percent of U.S. consumers believe a company-branded email (e.g., contact@joescompany.com) is more credible than an email sent from a free email account that is not company-branded (joescompany@freemailservic.com). And with email and phishing scams on the rise, consumers are looking to do business with companies they can trust.

4. Putting off building a website

There’s no denying it. In today’s digital world, a website is essential. Eighty-four percent of U.S. small businesses say their website is critical to their business, according to research from Verisign. And 97 percent of SMBs with a website would recommend having one to their small business colleagues.

It has never been easier to launch a website. With many free website builders like Wix.com and Weebly available today, business owners have easy and economical options to create their site. Designed for the non-technical user, these tools provide easy-to-use templates that allow you to point and click your way to a new website. Some features, at no cost or as part of a package, include shopping carts, online forms, blogs, social sharing links, video and audio players, search engine optimization, mobile device optimization, website reporting, customer support and much, much more.

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Pawling Events Calendar

Pawling Farmers Market  
Saturdays, June 18 - October 1

Music By The Lake  
Back To The Garden 1969  
Saturday, July 9

Music By The Lake  
The Crossroads Band  
Saturday, July 23

Music By The Lake  
HOTROD  
Saturday, August 13

Music By The Lake  
The Greyhounds  
Saturday, August 27

Community Garage Sale  
Saturday, September 10

Arts and Crafts Festival  
Saturday, September 24

Chamber Auction  
Tuesday, October 18

Tree Lighting  
Friday, December 2

SPECIAL NOTE:  
Next General Meeting is

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

The Village of Pawling: Lichter, Kamera, Aktion! Coming Soon to a Theater Near You



Nancy Tanner always said that Pawling is the Hudson Valley’s best kept secret. Well, the secret is out! Last year, the beautiful Village Green was graced by Johnny Lee Miller and Lucy Liu of Elementary. Trinity-Pawling was the setting for a Netflix original movie based on the novel Coin Heist by Elisa Ludwig. The most recent Pawling filming took place in the middle of the village inside your very own independent bookstore.

The German film company Van Wormer International scouted The Book Cove and, thrilled with its charm, decided it was the perfect location for their Lifetime film series based on the novels of Katie Fforde. For three days, the store was a flurry of activity (even though we were closed for business); actors, producers, crew members, makeup artists, and set designers were everywhere! The film crew transformed the outside of the store to either day or night (depending on the need for shooting) with blackout curtains and white screens, and they changed the inside into an elegant cosmopolitan room complete with white furniture and beautiful antique lamps.

We were delighted with the people we met through the production company. They were charming, knowledgeable and funny—from the production techs to the art and set directors to the actual directors and actors and actresses. We here at The Book Cove felt like we were in Moviemaking 101. Who knew so many people were involved in making a movie?

Although the story was filmed in German, we were able to determine the storyline based on the actions of the actors and actresses. The movie was all about a young woman who runs a bookstore, but is forced to give it up for lack of funds. There’s even a little love story thrown in to lighten the mood.



While we at your local Book Cove won’t be able to make it to the premiere in Germany, we’re excited to be a part of Pawling’s ever-growing cinematic history!

-The Pawling Book Cove Staff

(continued from page 1)

The Pawling Farmers Market

The zoo will feature a kangaroo, goats, tortoise and pot-bellied pig. Each Saturday, musicians offer live performances. Event times will be posted on the Market website at www.pawlingfarmersmarket.org.

The Pawling Farmers Market is located immediately off Route 22 in the picturesque Village of Pawling on the renovated Village Green, surrounded by shops and restaurants, including The Book Cove and McKinney & Doyle Fine Foods, among others. Plenty of free parking is available, and Metro North’s Harlem Line stops

right in Pawling, less than a block from the market.

The Pawling Farmers Market continues the Hudson Valley’s long agricultural heritage, offering locally grown and produced fruits, vegetables, and other foods that support local growers and bring healthy food choices to visitors.

For more information, please visit the Pawling Farmers Market website at www.pawlingfarmersmarket.org . Also visit our Facebook page and Like us!



# Pawling Music By The Lake Concert Series Announces 2016 Summer Concert Schedule

2016 marks the 11th year of Music By The Lake summer concerts, a series of free concerts presented since 2006 by the Pawling Recreation Department. This season we have scheduled 4 concerts featuring top-notch bands – some that have performed for Music By The Lake in the past, some who are regulars, and a band making their first appearance with us this summer. The 2016 schedule looks like this:

July 9 – “Back To The Garden 1969” “Back To The garden 1969” has become a fixture of the Music By The Lake series, and a Pawling favorite. They will once again be bringing the Woodstock experience to Lakeside Park. If you haven’t seen these extremely talented musicians before, you’re in for a treat. If you have, we know you’ll want to return to see them again. (Just be sure you know the Woodstock “no rain” chant!)

July 23 – “The Crossroads Band” Appearing for the first time at Music By The Lake, The Crossroads Band presents a mix of blues, country, and rock. This talented band of seasoned musicians currently has three critically acclaimed CD’s, and their live songlist consists of great songs that just aren’t performed often enough these days.

August 13 – “HOTROD” HOTROD returns with their unique take on classic rock featuring many of your favorite classic songs – and a few you might not expect, including a tribute to Jim Morrison and the Doors.

Finally, on August 27, “The Greyhounds” will close the Music By The Lake 2016 concert season. This entertaining group of musi-



cians will take you back in time with their repertoire of driving rockabilly, R&B, roots rock, and – yes – even surf instrumentals. You’ll be tapping your feet and bobbing your head to their good-time music.

Admission to all concerts is FREE! The concerts will take place on Saturday nights from 6 to 8pm at Lakeside Park. Concerts will be held rain or shine – if the weather is bad, concerts will be held indoors in the Lathrop building at Lakeside Park. So bring your picnic baskets, blankets and folding chairs and enjoy great performances at “Music By The Lake 2016”!

For more information about the concerts, and the bands, visit our website at [www.pawlingrec.com](http://www.pawlingrec.com), or email us at [musicbythelake@yahoo.com](mailto:musicbythelake@yahoo.com) – and don’t forget to like us on Facebook:

# Pawling Shakespeare Club’s 117th Annual Luncheon



THE PAWLING SHAKESPEARE CLUB held its 117th Annual Luncheon this June at Marie and Tino DiLorenzo’s “Barn” Quaker Hill, Pawling. Rita Schaffer, President welcomed Members and Guests. A solemn moment of silence was held to remember beloved members

Kent duPre, Myron Gershberg and Sam Weinstein. The event commemorated the 400th Anniversary of the Passing of William Shakespeare. Following a delicious repast provided by Vinny’s Deli and Pasta, was a very entertaining afternoon program featuring readings, parodies and songs (song sheets provided) by PSC’s Members and Friends: Rita and Barry Schaffer, Stephanie Rogers, Susan Stone, Eleanor Guida - Gee, Carol-Lee Kantor and Carol Christian, Pianist. PSC’s Luncheon Committee Members: Anne Wagner, Margaret Hubert, Chairpersons ; Marie DiLorenzo, Jill Finch, Jean Figliuzzi, Carol-Lee Kantor, Dale Kolenko, Amy Kornfeld, Pat and Paul Markowski, Stephanie Rogers, Rita Schaffer, Susan Stone, Jamie Stone, Susan Taylor. Special appreciation was conveyed by all to Maryann and Dave Simmons and Kathy Cerra as well as a warm welcome to new members, Carol Voorhees and Anne Testa . Members and Guests wished each other well as they bid so long for summer and expressed that they were looking forward to returning in the Fall. Anyone wishing to learn more about how to become a member of Pawling Shakespeare Club might contact Rita Schaffer, President at [Pawlingshakespeare1898@aol.com](mailto:Pawlingshakespeare1898@aol.com).

# Pawling Resident Pours Heart, Soul Into Bakery's Success

Ria Fazio, owner of The Bakeria in Pawling, prides herself on her ability to make delectable items that are as gorgeous as they are delicious, including her custom-made one-of-a-kind cakes.

Most importantly, she serves “food the way you remember it” without stabilizers, preservatives, and chemicals. A self-taught baker, Fazio grew up making cakes for her family with recipes passed down from generation to generation.

Along that same old-fashion vein, her story began with a home business that steadily grew to the point where she had to get out of her kitchen. So, she moved into a space in her hometown of Pawling where Fazio said business is “growing slowly but surely” mainly by word of mouth. The shop opened in March, 2015.

While made-to-order cakes are her bread and butter, so to speak, there are many other items available for purchase, among them breakfast sandwiches, cookies, muffins, award-winning crumb cakes, scones, cupcakes, and cheesecakes. The most popular seller is the coffee cake followed by the Morning Glory muffins. And, of course, there's always coffee.

Starting this week, The Bakeria will offer Sabrett hotdogs and home-made onions outside of the store.

As for the key to her success -- so far -- Fazio said: “You have to dedicate your life to it. I live and breathe this business, and I put my heart and soul into it. I think it shows. I love this bakery.”

The Bakeria is located at 9 East Main St. Visit its Facebook page to stay updated on current offers and specials.

- East Dutchess Daily Voice

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# George M. Coulter

We mourn the loss of our loyal and generous volunteer George M. Coulter who passed away May 15, 2016 at his home on Coulter Avenue in the Village of Pawling.



A lifelong resident of Pawling, he was always prepared to help others with encouraging words. He was always quick to offer a smile. A mentor for some and a model for all to admire. A graduate of Pawling High School, Bard College, and Columbia College of Dental Medicine where he received his DDS degree in 1954.

George served in the U.S. Navy as a Lieutenant in the Dental Corp. Upon his discharge, he returned to his beloved Pawling where he opened his dental practice and served his patients until he retired in 1998.


He was a generous supporter of Pawling’s numerous organizations including but not limited to the Pawling Chamber of Commerce and the Pawling Library. Thank you George. Your memory will be a happy one for all who were blessed to know you.

# SMART GROWTH IS HERE AND NOW

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Mike Pepper, *The Computer Guy* - Your Pictures Are Safe in the Cloud

The Cloud is safe.

Of course everything is by degrees and situation. Accidents happen even with the most mundane of things but, that being said, with a unique and secret password, the cloud is a safe place to store your digital belongings.

Just about every big name company on the internet wants to give you some free storage on the Cloud. Google, Microsoft, Apple, Dropbox, Yahoo, even Amazon.com wants to give you space on their cloud-based systems.

“The cloud” is a loose name for a lot of different kinds of digital services. One of these is simply storage. Sort of like an external hard drive for your computer, but instead of sitting on your desk and being plugged into your computer, there is a massive repository out on the internet.

And where an external drive would only be accessible through the computer that it is connected to, cloud storage is accessible through any devices that are connected to the internet. That includes your computer, and your smartphone, and your tablets, and even your smart TV.

If you don’t elect to share what you have in your cloud storage

then, as long as you have a unique password that you keep private, only you can access what you have stored in the cloud.

A side benefit of storing things like photos in the cloud, though, is that you can selectively “share” them with other people. That’s not everyone, but only the people that you elect to share them with.

Sharing is a very convenient and easy way to show photos to friends and family, but without showing them to the whole world. Only people who have a special link that you give them can see the pictures or other things that you share.

For added safety, everything that you send to cloud storage is encrypted before it leaves your device. That means that even if someone was spying on your communication line, they wouldn’t be able to see or use any of the material that you send out. Only you – or the people that you share with – can see your stuff!

So you see, the Cloud is safe. Use it and enjoy!

As always, I hope that this is all quite clear and useful; but if I can help with this, or anything on your computers, please don’t hesitate to call: Mike Pepper ~ Computer Guy.  
www.PawlingComputerGuy.com 845-855-5824

5 Mistakes Small Businesses Make Online

The key is to start small. Create a couple of pages and expand from there. Just make sure you do your research and select a website builder that fits your needs and can scale with your business as you grow.

**4. Building a website and then forgetting about it**

Your website is the central hub of your online presence, but no one will see it if you don’t actively market your business online. There are many ways you can generate traffic to your site and find customers, including:

Social media marketing: Advertise your business and its products and services on social media and drive customers to your website for more information.

Email marketing: Use your company-branded email and send customers information on special news and sales. Include a link to your website where customers can learn more.

Search engine marketing (SEM): Also known as paid search, SEM allows you to promote your business website on the paid advertising section of search results pages.

One of the best ways to drive customers to your website and keep them coming back is by creating high-quality content that they find interesting and valuable. Consumers are looking for genuine,

reliable information online, so stick to what you know and keep it simple. Starting a blog on your website is a quick and economical way to start creating content. For each blog post, focus on a single topic and write two to three paragraphs. It’s easy for your customers to read and more manageable for you to produce. Adding compelling content to your website on a regular basis can also improve its ranking on search engines, which is even more reason to focus on content!

With so many marketing options, SMBs today don’t need to go it alone. Many registrars offer marketing services that you can take advantage of, or check out TipstoGetOnline.com for more tips on how to get started.

**5. Not considering a domain name strategy in your marketing plan**

Remember that a domain name is so much more than just a web or email address – you can also use it for marketing. In fact, it’s a tactic that big brands successfully use today and one that you can easily implement to propel your brand.

Big companies register more than one web address for many reasons. Say you launch a marketing campaign. You can register a distinct domain name for that campaign and forward it to a page on your existing website that supports the campaign. You can also

Financial Focus  
Can You Make Your Investments Less “Taxing”?

Tax Freedom Day, which typically occurs in late April, according to the Tax Foundation, is the day when the nation as a whole has earned enough money to pay off its total tax bill for the year. So you may want to use this opportunity to determine if you can liberate yourself from some investment-related taxes in the future.

Actually, Tax Freedom Day is something of a fiction, in practical terms, because most people pay their taxes throughout the year via payroll deductions. Also, you may not mind paying your share of taxes, because your tax dollars are used in many ways – such as law enforcement, food safety, road maintenance, public education, and so on – that, taken together, have a big impact on the quality of life in this country. Still, you may want to look for ways to reduce those taxes associated with your investments, leaving you more money available to meet your important goals, such as a comfortable retirement.

So, what moves can you make to become more of a “tax-smart” investor? Consider the following:

**Know when to hold ’em.** If you sell an investment that you’ve held for less than one year, any profit you earn is considered a short-term capital gain, and it will be taxed at the same rate as your ordinary income. (For 2016, ordinary income tax rates range from 10% to 39.6%.) But if you hold the investment for longer than one year, your profit will be taxed at the long-term capital gains rate, which, for most taxpayers, will be just 15%. If at all possible, then, hold your investments at least long enough to qualify for the lower capital gains rate.

**Look for the dividends.** Similar to long-term capital gains, most

stock dividends are taxed at 15% for most taxpayers. Thus, dividend-paying stocks can provide you with an additional source of income at a tax rate that’s likely going to be lower than the rate on your ordinary earned income. As an added benefit, many dividend-paying stocks also offer growth potential. With some research, you can find stocks that have paid, and even increased, their dividends over a period of many years. (Be aware, though, that companies are not obligated to pay dividends and can reduce or discontinue them at their discretion.)

**Use those tax-advantaged accounts.** Virtually all retirement accounts available to you, whether you’ve set them up yourself or they’re made available by your employer, offer some type of tax advantage. With a traditional IRA, or a 401(k) or similar employer-sponsored retirement plan, your contributions are typically tax-deductible and your earnings can grow tax deferred. Contributions to a Roth IRA, or a Roth 401(k), are never deductible, but earnings can grow tax free, provided you meet certain conditions. The bottom line? Contribute as much as you can afford to the tax-advantaged plans to which you have access.

Tax Freedom Day is here and then it’s gone. But by making some tax-smart investment decisions, you might reap some benefits for years to come.

*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*

*Edward Jones, its employees and financial advisors cannot provide tax or legal advice. You should consult your attorney or qualified tax advisor regarding your situation.*

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1 5 Reasons Every Small Business Needs a Website. Accessed April 5, 2016. <http://www.verisign.com/assets/ebook-5ReasonsSMBWebsite-Jan2016.pdf>

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3 How SMBs Use Social Media: 15 New Stats You Should Know. Accessed April 5, 2016. <http://blog.hubspot.com/marketing/stats-smb-social-media-list>

4 APWG Phishing Activity Trends Report: 1st – 3rd Quarters 2015. December 23, 2015. [https://docs.apwg.org/reports/apwg\\_trends\\_report\\_q1-q3\\_2015.pdf](https://docs.apwg.org/reports/apwg_trends_report_q1-q3_2015.pdf)

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## Member News

### FrOGS Call to Artists and Photographers



Painting by Nora Roberto

Friends of the Great Swamp (FrOGS) invites all artists –painters, photographers, mixed media– both student and adult, to submit entries for the annual FrOGS Great Swamp Celebration and Art Show to be held **October 22 and 23, 2016**, at Christ Church on Quaker Hill in Pawling, NY. This is a JURIED show. Submitted art must depict the artist's vision of the Great Swamp, no other subject. Accepted entries will be eligible for cash prizes in student or adult categories, and winners will have the opportunity to display their art at the Front Street Gallery in Patterson after the show. Submission deadline is October 6. For detailed submission packet, contact Don Turner at (860) 799-7045 or donturner2742@gmail.com.

### @The Pawling Library

Job Ready Sessions: Monday, June 20, 2:00-5:00 pm - Meet one on one with a Dutchess One Stop Representative. Please bring a hard copy of your resume. An employer looks at your resume for just 6-10 seconds before deciding if you are a good fit for the job.

A great service for you if you....

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- Are starting a job search
- Are not getting results from your resume



Questions? Please Contact: Meghan Heady-Amara, Dutchess One Stop Field Coordinator, Cell: 845-473-9000 x 121 Email: mamara@dutchessonestop.org

Registration is required for all programs. To register or for more info on any adult programs, contact Donald, our Adult Programming Coordinator, at adult@pawlinglibrary.org.

11 Broad St. Pawling, NY 12564 / 845-855-3444 / www.pawlinglibrary.org

### 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: Celeste Bevilacqua, 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@petercris.net*

### 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

#### Marketing & Communications

Chair: Peter Cris 914-471-5083

### EXECUTIVE BOARD

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