

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.

Danger is Lurking Online. Here's How to Protect Your Business

Bridget Weston Pollack, Vice President of Marketing & Communications, SCORE

As you grow your company, you might be amazed by the tools and systems that can make doing business easier. Technology can help you work more efficiently, connect with customers more easily, and of course, allow you to make sales and grow revenue. But doing business online with the amount of technology we all use can bring risk to your business.

Did you know cybercrime is one of the biggest threats business of all sizes face? More than 75 percent of data breaches target small and medium-sized businesses, which can cause major havoc for your business operations. Sixty percent of small businesses affected by cybercrime will close within six months of the breach, according to a study by McAfee. Think those statistics are scary? Imagine if your business was included among them.

Here are a few tips for protecting your business from cybercrime.

Protect your network

First and foremost: Create and maintain a secure network for your business operations. A password may seem second nature for log-on, but do you have a firewall? Contact your internet service provider to check on your security options and find out where your network protection may be falling short.

Employees should resist the urge be helpful by providing your Wi-Fi password to customers or visitors; if you wish to offer Wi-Fi to visitors, create a second network for guest use.

Talk with your employees

Next, talk with your employees about keeping your business safe. They should create strong passwords for work-related accounts, and avoid completing personal tasks on company computers to reduce vulnerability.

If your staff or contractors bring their own devices to work, create a policy to specify when and how they can access company data on their personal devices. If you use mobile phones to share company or customer information, be sure to have a passcode set on your phone and sync your phone to your computer frequently.

Back up your data

Encourage your staff to back up company data regularly, either to a cloud service, to a backup hard drive, or both. Consider scheduling a regular backup day each week to get employees in the habit.

You should also make a plan for how to handle any downtime that could come with a breach or other emergency. How will you access client files, invoices, passwords or other data you might need to keep your business running? Who's your point person if there's a breach of some sort or data disappears? Talk about contingency plans, and update them regularly so your team is best prepared to handle difficult situations.

Stay alert

One of the toughest parts of avoiding cybercrime is keeping up with the changing landscape of how we do business online. By staying up to date with business news, you'll help yourself stay aware of potential threats to your cybersecurity system.

Not sure if you're doing enough — or the right things — to protect your small business? Get in touch with a SCORE mentor, who can help you review your practices.

Pawling Events Calendar

Pawling Farmers Market
Saturdays, June 18 - October 1

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

Pawling Concert Series
Pasadena Roof Orchestra
Friday, October 21

Pawling Concert Series
A Far Cry
Friday, November 18

Tree Lighting
Friday, December 2

Pawling Concert Series
Sybarite5
Friday, December 16

Pawling Concert Series
Cristina Pato Quartet
Friday, March 31, 2017

SPECIAL NOTE:
Next General Meeting is the
VOLUNTEER RECOGNITION DINNER
September 13, 6pm
PAWLING MOUNTAIN CLUB
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

Ann Godesky Honored for Service to Community

Ann Godesky, a resident of Pawling, was honored on June 13, 2016, during the Women of Distinction award ceremony which took place at Mount Kisco Elementary School honoring women in the 40th Senate District. Chosen by Pawling Town Supervisor David Kelly and the Town Board to represent Pawling, State Senator Terrance P. Murphy presented the award for her outstanding volunteerism. Ann has devoted both her professional career and volunteer hours in the service of youngsters.

Ann is a retired teacher having worked in the Pawling Central School District for 41 years. She was the Chair of the Fine and Practical Arts Department, as well as Athletic Director in the High School. Additionally, she was a Consultant for the U.S. Department of Education Northeast Regional Center for Drug Free Schools and Communities.

In addition to her professional work, Ann has volunteered her time with a range of organizations, including the Dutchess County Youth Board, Dutchess County Children's Services Council, Task Force of Drugs and Alcohol, Lakeside & Holiday Hills Transition Advisory Board, and the Pawling Community Task Force. Ann serves on the Boards of the Pawling Resource Center and Pawling Public Radio. She is President of Pawling Youth Development and Pawling Rotary.

Ann has been recognized for her hard work and commitment to Youth with several awards, including the 2011 Voices of Pawling Volunteerism Award, 2003 Dutchess County Youth Board Award for Service to the



Youth of Dutchess County, 1999 Finalist, New York State Teacher of the Year, 1995 Regional Center Award for Promoting Wellness Among Youth in the Northeast, and the 1995 Pawling Central School District's Child Centered Teacher Award.

Since retiring, Ann has devoted her personal free time to her painting, developing her talent as an artist of note in the Pawling community and beyond.

A Pawling Resident With Rising Aspirations

When successful graphic designer Cynthia Mok Foscatto decided to switch careers, she opted to follow her heart and establish a business in Pawling, something she had always thought about. She had always been interested in making sourdough bread because of its superior health benefits, so last year she set off to Vermont and



apprenticed with a master baker that specialized in making sourdough. She came back to Pawling with all that knowledge and started the Pawling Bread Company.

The Pawling Bread Company currently makes seven varieties of sourdough that are sold around the county. The bread can be found at McKinney & Doyle (roasted garlic with rosemary and black pepper sourdough), the Blue Olive, Sprout Creek Farm and McEnroe Organic Farm Market and now for the first time, at the Pawling Farmer's Market. On Saturdays, Cynthia and her family can be found selling selected sourdough varieties and their Harlem Valley Honey. They also feature cultured butter from Vermont and butter boards from Living Edge Designs.

With 5 Star reviews like this; it's no wonder that Pawling Bread's offerings sell quickly:

"I'm a fan and so is my husband (he is truly a fussy guy!). Until now, all breads were compared to Arthur Avenue bread from the Bronx as the benchmark for quality. Now the gold-standard is Pawling Bread Co."

So, look for them at the Farmers Market or the other venues and visit them on Facebook for the latest news.

Stuff the Bus ...an Inspiring Day of Community Giving!

This past Saturday was one of Pawling's shining moments! The Stuff The Bus event, presented by Pawling Rotary and their project partners, The Pawling Resource Center, Hannaford's, and the Pawling Central School District, to benefit the Food Pantry of the Pawling Resource Center, was an awesome success.



With the yellow school bus parked outside of Hannaford's from 8 a.m. to 2 p.m., our community of food shoppers bought and then gave the desperately needed supplies for the Pawling Resource Center's Food Bank. Our community gave, and gave and gave. By the end of the day, the bus was totally stuffed, and the folks of Pawling proved once again that they are the most caring, generous, and good-willed people that any little town could ever hope for!

In spite of the record heat, the volunteers from Rotary, which included Rotary President, Jeff Asher, Vice President, Ann Godesky and Secretary, Susan Stone, along with board members Carl Dill and Lori Johnson, and additional Rotary members Fayne Daniels, John Thomes, and Margot Jacobs joined PRC's Program Coordinator, Terry Ariano, and volunteer Sue Smith, as they spent the day packing and sorting the many goods that were donated. Alex Badia from the Pawling Interact Club lent his strong arms and stuffing talent to the day along with Tom McFall, Manager at Hannaford's, and his associates, who not only hosted this event, but contributed a whole lot of needed STUFF. Twice, the Hannaford's crew paraded eight packed shopping carts out of Hannaford's front door, loaded with needed items. Mr. McFall acknowledged that the associates had personally contributed to fund this parade of produce, along with donations from members of the Hannaford Corporate family. It was an amazing sight and one which prompted a standing ovation both times from all the volunteers present.

Moreover, many community members who emerged from Hannaford's without goods for the bus, generously contributed dollars to assist in purchasing things for the food pantry that were still needed. These donations added up to \$369.00!

Volunteer bus drivers, Tammy Fielding, Colleen Washburn, and

Kevin Richard went above and beyond as they lent their enthusiasm and ability to, not only driving the school bus to and from Hannaford's parking lot, but packing donated goods into it and out of it upon reaching its final destination at the Resource Center. Additional volunteers, Bette Slocum, Roman Andruk, PRC Board Chair Jon Ellingworth, as well as Town Supervisor Dave Kelly, also assisted with the unpacking process.

In all, 300 bags of needed items were donated and unloaded into the Pawling Resource Center at 126 East Main Street. After the requisite weighing, the terrifically stuffed bus delivered 1,794 pounds of food, toiletries and cleaning supplies to the Resource Center Food Bank. Forty nine cases of paper products and sixty three cases of diapers and wipes were among the cache that was unloaded. Terry Ariano was joyous, as she emailed volunteers Monday morning exclaiming, "You should see the floor of the PRC!" Volunteers will be busy unpacking items and stocking shelves.

The response to this event by everyone, volunteers and community members alike, was a wonderful testament to the joy of giving back. Uncontrolled smiling could be seen on volunteer faces throughout the day, in spite of the sweltering heat. Parents took advantage of this truly teachable moment of giving by allowing their children to climb into the bus to personally deliver the goods that were bought moments before. It was a feel good day for everyone involved!

As the Pawling Resource Center plans for their annual Fall Walk-a-thon the morning of September 17th, which will raise money for their transportation services program, the volunteers, Board of Directors and Program Coordinator will also welcome the Pawling Community with an afternoon event at Lakeside park. It promises to be a day of celebration and thanksgiving, as the PRC marks its 40th year of service to the community. Stay tuned for upcoming information about the Pawling Resource Centers Walk So They May Ride, followed by The Big Thank You! See you there!!

- Susan Stone



Public Radio introduces Music Hall Series

Pawling Public Radio Chair, Michael Shustak and Vice Chair, Bill Bonecutter are pleased to introduce a Sunday afternoon Music Hall Series. The mini concert series is a monthly event that began July 24th at the radio station from 4-6 pm.

Presented by on-air personality, Jacque Roche the host of Wednesday evening's "Jacque's Giant Hudson Valley Music Show," the concerts will be broadcasted live on WPWL (103.7) and feature music, raffles, and give-a-ways.

The second concert in the series is scheduled for August 21st presenting Americana music of The Burbans, a recent guest on Jacque's Giant Hudson Valley Music Show. The band has three albums out in which they blend pop, rock and country to create their own unique Americana sound.

"We are going to provide the Pawling Community with a family friendly two-hour music program that will include; raffle prizes, free giveaways and great music," Roche remarked. "WPWL invites everyone attending to bring lawn chairs and snacks. Be prepared to enjoy excellent entertainment provided by some of the best Hudson Valley musical talent, in a climate-controlled environment, sheltered from any inclement weather outside."

Jacque Roche has been an enthusiastic supporter of live-music venues and musicians in the role of booking agent, event coordinator, public

relations adviser, and social media consultant. In addition, she is a frequent contributor to "More Sugar" and is the author of "Positive Intentions," a weekly newsletter inspiring her readers to embrace a life of positivity. A sought after self-proclaimed Facebook Jedi Master, Jacque works tirelessly to promote her pet project, #SupportLiveMusicVenues.

Tickets for the WPWL event are \$10.00 for adults and children twelve and under may attend for free. Tickets are available at the door on the day of the event. Funds will support Pawling Public Radio's expansion as they complete their tower construction.

PPR currently broadcasts on 103.7 from their studio located at 26 East Main Street in Pawling. WPWL also updates a volunteer-run website at www.pawlingpublicradio.org that features cultural reviews, local events, music/book and movie reviews and anything of local interest. All of PPR's programming is locally produced and recorded. For additional information, click our homepage at <http://www.pawlingpublicradio.org>.

Do you have an interest in broadcasting on Pawling Public Radio? PPR is interested in hearing from you. Please contact us at <http://www.pawlingpublicradio.org/request-for-air-time/> and complete an application for consideration.

The Bakeria Grand Opening Set for August 20th



Ria Fazio has realized her dream with the opening of The Bakeria on 9 East Main St. in the Village. Her passion for baking sweet treats complements the offering of everyday breakfast sandwiches, muffins, scones and cookies at The Bakeria. The freshest ingredients are of the highest quality. All created from old family recipes and without any added preservatives. All cakes are custom made to ensure the freshest quality. Ria prides herself on the quality of her baked goods and their reasonable prices.

Plan to attend the Grand Opening to meet Ria Fazio and the sweet treats on August 20th.

SMART GROWTH IS HERE AND NOW

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"The Developer of Brady Brook Falls"

Mike Pepper, *The Computer Guy* - Beware the WOW! Computer For Seniors

We mentioned this about a year ago, but the WOW! computer has come up a couple of times in just the last month, so here it is again.

If you happen to be looking for a computer for a senior member of your family or community, this is an alert and warning for you.

One of my customers, who happens to be more “senior” than me, has been thinking about getting a new computer for several months. He emailed me this week, announcing proudly that he had just purchased a “WOW!” computer that bills itself as being designed expressly for senior citizens, for \$1,200.

That seemed like an awful lot of money for a basic desktop computer, even if it is a 21 inch touchscreen with a super easy interface; so I jumped on the web to check out the specs for this machine.

What I found is that, as far as the hardware goes, this is actually about a \$400 computer. Definitely not a \$1,200 computer.

The WOW! Computer does have a unique interface that purports to be designed expressly for senior citizens who might be new to using computers and the Internet, but it is certainly not worth the \$800 premium that the WOW! people are charging.

The WOW! Computer might actually be an attractive choice for someone who has never, ever used a computer before, or who will never ever use it for anything more than email and surfing the web, but not at that price. Part of the pitch for the WOW! is that it runs a customized version of the Linux operating system. This is actually not an attractive feature for a computer for most seniors.

The folks who use this machine will, from time to time, need some help from a family member or friend, often over the phone. Let’s say that happens to be you. Of course your computer, the one that you’re familiar with, runs Windows or Apple OS-X, and very likely not any flavor of Linux. That difference compounds mightily the difficulty of you and your senior friend understanding

each other while trying to figure how to do this or fix that on the computer. It is far better if everyone in the support circle is working with the same computer operating system.

On top of that difference issue is the fact that, while \$80 or so of the price of a new computer is for Microsoft Windows; Linux is essentially a “free” operating system. I could understand the WOW! people adding a bit for their special version, but not an additional \$800.

A quick search of reputable online stores for computers with similar specs to the WOW! will bring up an array of name-brand All-In-One touch screen machines in the range of \$400 to \$600 that run genuine Windows and that actually have superior specs. In some cases; far superior.

So, heads up if you have a senior friend or family member looking for a new computer. These WOW! folks pitch it hard, but their product is not worthy of the premium that they are charging.

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, please don’t hesitate to call: Mike Pepper ~ Computer Guy. www.PawlingComputerGuy.com 845-855-5824

The Annual Garage Sale and the Festival of Arts and Crafts, Antiques and Collectibles are quickly approaching.

Earl Slocum will be visiting our members to see if they would like to take out an ad on the Garage Sale Map (\$20). Remember, the maps contain the locations of those participating in the Garage Sale and given to everyone.

If you have any questions, about placing an ad on the Garage Sale Map, please contact Earl Slocum (855-3579) or Marie Stewart (855-1632).

If you have any questions about the Festival of Arts and Crafts, Antiques and Collectibles, please contact Pat Martin (855-3397) or Marie Stewart (855-1632).

Additional information, including dates and times, is posted on our website, www.pawlingchamber.org

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PCSB Bank To Open New Branch on Rt. 22 in Pawling, August 15th

The new PCSB Bank branch building on Rt. 22 is attractive and nearly double the size of its previous Pawling location. Access is easy and parking convenient. A nice addition to Pawling.

“The new branch reflects our commitment to expanding our ability to meet customer needs while maintaining the focus on our ‘True Local, True Banking’ style of personalized service. This is the foundation of our philosophy,” stated Joseph D. Roberto, chairman, president and CEO of PCSB Bank. “As a community-based bank, we are dedicated to helping customers and businesses in the area grow and achieve their goals.”

“Our size and structure allow for a high level of flexibility, especially as it relates to consumer and commercial lending options,” noted Robert Farrier, PCSB’s senior vice president and retail banking officer. Unlike larger banks, decisions are made locally right here so we are able to move quickly when our clients need it most. We are part of the fabric of the communities we serve and truly understand our customers-which is very important in today’s complex economy.”

PCSB Bank recently changed its name after 140 years from Putnam County Savings Bank and operates 15 banking centers in Dutchess, Westchester, Putnam and Rockland counties. Founded in 1871, PCSB Bank (www.pcsb.com) is a New York chartered mutual savings bank with assets of \$1.2 billion.



Christopher Boemio will be the branch manager and Patricia Sullivan the assistant branch manager at the new PCSB Bank branch at 144 Rt. 22 in Pawling. Expanded hours of operation Monday-Saturday and a spacious, modern facility are thoughtfully designed to enhance the banking experience. PCSB Bank, a member of the Pawling Chamber of Commerce, looks forward to welcoming its existing and new customers August 15th.

PRC Chosen by Hannaford Market as Program Beneficiary!

Throughout the month of August, our very own Hannaford's on Route 22 has chosen the Pawling Resource Center as the recipient of the Blue Bag with the Good Karma Message reusable bag benefit program. This program supports not-for-profit organizations, and provides a great fundraising opportunity for them. The Pawling Resource Center is honored and grateful to have been chosen as the beneficiary .

For every blue Hannaford Helps Reusable Bag with the good karma messaging purchased at Hannaford for \$2.29 , the PRC will receive a \$1 donation in order to help fulfill its mission of providing food pantry services, medical appointment transportation, and medical equipment needs to the elderly and low income families in the Pawling community.

The blue Hannaford Helps Reusable Bag with the good karma design may be found on the specially racks located at various registers. Purchasing these ample Hannaford Helps Reusable Bags will support us while also helping the environment by eliminating paper/plastic use!

To learn more, visit hannaford.bags4mycause.com. And for additional information about The Pawling Resource Center and all the

good they do in the community, go to their web site at www.pawlingresourcecenter.org
- Susan Stone

THIS GREAT LOOKING BAG GENERATES A \$1 DONATION TO US WHEN PURCHASED!

REALLY!

Thanks for all your support!

Member News

Pawling Rotary Inducts Leadership for 2016-2017



The Pawling Rotary Club held its annual induction meeting on July 28th in the Lions Club building at Murrow Park.

Ann Godesky, outgoing Rotary Club President, placed the Presidents pin on Jeff Asher, who will take the reins of leadership for the next year. Ms. Godesky will remain on the Board as Vice President. Additional officers are Brian Smith (missing), Treasurer, and Susan Stone, Secretary. Additional board members include Earl Crawford, Lori Johnston, Dick Harshbarger, John Ammaturo, and Carl Dill, who also was unable to attend yesterday's meeting.

Pawling Rotary will meet at the Murrow Park site through the summer, and will return to its regular location in the Lathrop Building at Lakeside Park in August. For further information about the Pawling Rotary Club, please log onto the web site at www.pawlingrotary.org.

How does YOUR Garden Grow?

Donate your extra produce to the PRC!

After all the planting is done and the harvesting begins, do you often find yourself with much more home grown produce than you and your family can possibly consume? It is probably at this point that you try your hand at canning, or start packing up the excess for everyone on your block plus anyone who has ever friended you on Facebook!

Well, the Pawling Resource Center would be thrilled to help you find loving homes for your over abundance of firm ripe tomatoes or your bumper crop of beans, peas, carrots and corn...or any other fresh veggie from your garden that you would be willing to share with neighbors who might have difficulty providing these healthy, seasonal treats for their families.

Children, especially, love to munch upon the sweetness of fresh produce. Think how wonderful it would be to be able to add this pleasure to the joy of their childhood summer. Please consider donating the excess from your garden to the Pawling Resource Center. The folks at the PRC will guarantee good and appreciative homes for every last crunchy morsel.

Please call the PRC at 845-855-3459 to find out how to arrange veggie adoptions for your extra garden goodies!

- Susan Stone

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

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Events

Chair: Marie Stewart 845-855-1632

Marketing & Communications

Chair: Peter Cris 914-471-5083

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