



# PAWLING

MATTERS

SEPTEMBER 2016

Vol XIII: Issue 4

**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

## Chamber Welcomes New Members at August Meeting

With its rich history and modern vision, the Pawling Chamber of Commerce members set out in the heart of the village to have its August meeting at Pawling's McKinney & Doyle restaurant, located at 10 Charles Coleman Blvd. Both new and old members mingled and enjoyed an amazing array of classic cuisine provided by Chef Shannon McKinney, owner and operator. First time at the meeting was Daniel Sachakov of Meat and Hook, an old fashioned butcher shop, that opened up last year at 63 East Main Street. Stocking over 60 different types of fresh, wild seafood and a great selection of meats, Meat and Hook is conveniently open six days a week to serve its customer's needs. According to Mr. Sachakov, the main idea behind opening this store was to give people the opportunity to enjoy healthy and delicious food for a great price. He stated, "We have items in the store that range from \$1.99/lb. marrow bone, all the way up to \$28.99/lb. dry aged Porter-House steak. We have an excellent selection of meats ranging from prime grade beef to organic chicken and game meats. To make my customer's shopping experience even better, we accept special orders for the items that they love and can't find anywhere. We have been asked to get pig ears, cow tongues, lamb brains, and etc. So, no matter what our customer's are looking for, we are able to get it. Our staff is friendly family and work together to give the best shopping experience". Meat and Hook has been voted the best and most trustworthy Butcher Shop in all of Dutchess County.



*Pictured here is Peter Cris, Shannon McKinney, Marie Stewart, Daniel Sachakov, Bonnie Leavy and Nisim Sachakov at McKinney & Doyle Fine Food Cafe.*

Another first-time attendee was Bonnie Leavy, Director of Community Relations, of Putnam Ridge, located at 46 Mt. Ebo Road N., Brewster. The Chamber prides itself in connecting Pawling to a greater community, and Putnam Ridge has been a great community partner. The newly renovated 160-bed nursing and rehabilitation center cares for residents and patients who need a wide range of sub-acute medical and surgical conditions, including orthopedic, cardiac, stroke recovery, and dementia care. They offer their patients physical therapy, occupational therapy and speech up to seven days a week. Although new to the Chamber and Putnam Ridge, Ms. Leavy is enthusiastic to get to know the many business partners who serve the Pawling community.

To learn more about McKinney & Doyle, call 855-3707 or visit [McKinneyanddoyle.com](http://McKinneyanddoyle.com). Meat and Hook can be reached at 289-0381. Putnam Ridge welcomes tours by contacting Bonnie at [bleavy@putnamridge.com](mailto:bleavy@putnamridge.com) or call 278-3636. The next scheduled meeting of the Pawling Chamber of Commerce is September 13th at the Pawling Mountain Club. For reservations, call Marie Stewart at 855-1632.

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.

Digital Marketing Techniques to Connect with Your Local Community

By Jennifer Shaheen, President, Technology Therapy Group



It's not unusual to hear small business owners lamenting that they just can't compete with Walmart and Amazon. And it's true that these mega-retailers have advantages of scale that are well out of reach for everyone else.

That being said, local businesses have unique competitive advantages that, if promoted properly, can make them an attractive option to today's customer.

Yodle Insights, a marketing research firm, found that nationwide 82% of all shoppers have done business with a local company. Even better, nearly every other customer (48%) reported planning to do an increased amount of business with local companies in the year to come.

Search & Reviews Drive Local Traffic

Mobile search results are generally reflective of the searcher's current location and can include both sponsored and organic content, as well as links to review sites, such as Yelp or TripAdvisor. Positive customer reviews impact Google's algorithm, which means better-reviewed businesses are listed higher in search results.

For this reason, it's vitally important for every small business to monitor and actively engage with all reviews posted about their businesses. Prompt thanks for positive reviews and professionally addressing less than complimentary comments help demonstrate community engagement and make it easier for customers to decide they'd like to do business with you.

Do not be afraid to ask your customers to leave reviews on their favorite review sites. Yodle has found that 89% of customers would leave a review if asked, yet only 7% have ever been asked.

Your Customers Are Going to Visit Your Website Before They Ever Visit You

Eight out of every 10 customers researches stores online before making an in-person visit. With this in mind, it's important to highlight your community connections on your website. Pictures of your storefront are a great idea, as well as imagery highlighting your business' participation in any local community events. If you sponsor an event, are conducting a fundraiser for a local cause, or just have amazing pictures of your hometown, share this on your home page, about us page and any community oriented pages you may have. Make sure to work your community's name into your copy whenever appropriate: this will also help Google's search engines rank your site appropriately.

Social Media Engagement = Increased Local Traffic

We often think of social media as a way to connect with family and friends who are far away, but local social has a powerful impact. Identify the most active local voices on social media. This can include your community newspaper, radio station, media professionals and other organizations. Monitoring these accounts and engaging when you have something of value to contribute to the conversation can help raise your local visibility: for example, during a scorching summer day, a community bookstore mentioned they have great air conditioning and don't mind browsers at all. The result? Six people just happened to stop in for the first time ever after that post – and three of them bought multiple books.

An added bonus of paying attention to local social media is it can often be the very first (continued on page 6)

Pawling Events Calendar

PCommunity 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

Pawling Concert Series  
Slocan Ramblers  
Friday, April 21, 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

The Pawling Resource Center's 9th Annual Walk So They May Ride Fundraiser Scheduled for September 17th!

The ninth annual Pawling Resource Center Walk So They May Ride walkathon will be held Saturday, September 17th. Registration begins at 9AM at the Resource Center, 126 East Main Street in the village of Pawling. This annual event is held to benefit the Center's transportation program, which provides rides for medical appointment to Pawling residents in need. This symbolic walk, which circuits through the Village of Pawling, is a fun and healthy way to increase awareness of the PRC's services, and especially to raise funds to sustain and develop their programs.

The Pawling Resource Center's signature programs have expanded and strengthened throughout the years due to increased community wide support. In 2015 the center provided 981 rides to medical appointments, made food assistance available to 1260 households, loaned 238 items of medical equipment, and offered 130 rides to grocery shop and to the PRC food pantry.



Interest in sponsoring your company team of walkers or an individual walker may be directed to Terry Ariano, Program Coordinator at the Resource Center, by calling the center at 855-3459. Walkers interested in participating in this year's event may also contact the Center at the above number.

Following this year's Walkathon, the Pawling Resource Center will hold its 40th Anniversary Celebration at Lakeside Park beginning at 3p.m.

This celebration is open to the Pawling Community and will serve to honor and thank all those who have made the Pawling Resource Center a beacon of light and hope for those in need within the community.

Additional information about the Pawling Resource Center's 40th Anniversary Big Thank You Celebration may be found on the PRC web site at www.pawlingresourcecenter.org.

- Susan Stone

Ribbon Cutting Event Celebrates Opening of The Bakeria in Pawling

The Pawling Chamber of Commerce held a ribbon cutting event for The Bakeria at 10am on Saturday, August 20th.

Members of the Chamber, the Village Board, the Town Board and many residents of the community were on hand to extend good wishes to Ria Fazio, the owner and baker of The Bakeria located at 9 E. Main Street in the Village of Pawling.



Free samples of treats and gifts were well received by all. Town Councilman Phil DeRosa, (photo with Ria Fazio) assisted with the ribbon cutting as well as Village Board Member Ear Slocum and Marie Stewart from the Pawling Chamber.

Ria Fazio prides herself on the freshness of her baked goods from old family recipes, which do not include any artificial preservatives. Her delicious cakes are custom made to order. Everyday offerings include breakfast sandwiches, muffins, scones, cookies, coffee and soft drinks.

"I look forward to working with my customers, to make sure they get exactly what they want to make their special events even more special," noted Ria Fazio.

Stop by The Bakeria and give Ria your name, address, phone number, e-mail address and birthday to receive special rewards and exciting surprises. thebakera@yahoo.com and tel 845.289.0109.





# Celebrate with OLC – National Land Trust Excellence Award Winner

We are excited to announce that the Land Trust Alliance (LTA) has selected Oblong Land Conservancy (NY) and the Putnam County Land Trust (NY) to receive the Alliance’s National Land Trust Excellence Award for all-volunteer land trusts. It is the first time this award will recognize all-volunteer land trusts in New York State.

This award is presented in honor of the collaborative conservation work in The Great Swamp watershed, one of the three largest wetlands in New York State. The wetlands cover some 6,700 acres and the uplands surrounding the swamp provide a watershed of approximately 62,500 upland acres.



Conservation of this natural resource is vital for a number of reasons:

- It provides the sole recharge facility for the aquifer that serves more than 40,000 people in the Watershed,
- It forms the headwaters of the Croton Reservoir System that provides New York City with some of its drinking water, and
- It provides critical habitat for a wide variety of flora and fauna, some of which are endangered.

This collaboration is an important initiative since it recognizes that conservation goes beyond the efforts of a single land trust. It is one of 13 inter-state and inter-town partnerships happening in New York and Connecticut. These land trusts recognize that together we can achieve much more than we can as individual organizations.

“Oblong Land Conservancy and Putnam County Land Trust epitomize all we recognize in Excellence Award recipients,” says Land Trust Alliance President Andrew Bowman. “Through the highest caliber work, Oblong Land Conservancy and Putnam County Land Trust have broadened support for land conservation, built understanding, and grown the conservation community.”

We are honored to be receiving this award at the Alliance’s Rally 2016: The National Land Conservation Conference on October 28,

2016 at the Hyatt Regency Minneapolis. The presentation will be made during the welcoming dinner in the evening of the 28th.



We invite you to join the celebration! Dinner tickets may be purchased online at <http://alliancerally.org/registration/>. You are also welcome to register for the full conference.

We look forward to celebrating with you.



# Meeting Past: Art Exhibit At The Akin Library And Museums

The Sixth Annual edition of Meeting Past, the art exhibition at the Akin Free Library and Museums, opens on Friday, September 9 and will run until Sunday, October 23. This year the art show will feature over 90 contemporary artists, live music, and interactive performances. Last year, over 800 visitors attended the show during its run over five consecutive weekends.

Meeting Past asks the participating artists to create works that resonate with the historical objects in the Akin Library and the Gunnison Museum and the Historical Society of Quaker Hill and Pawling exhibitions which are housed in the nationally registered Library building. As in past years, the show is curated by Bibiana Huang Mattheis.



## Highlights:

Opening Reception with live music by “Jazzmen” Sunday, September 11 - 1:00 to 5:00 pm

Closing Reception with Interactive Performances Sunday, October 23 – 1:00 to 4:00pm

HOURS: Friday to Sunday, September 9 to October 23, 2016

11:00 am to 4:00pm

Akin Library and Museums  
378 Old Quaker Hill Road, Pawling, NY  
845 855-5099 | [akinfreelibrary.com](http://akinfreelibrary.com)

# PPR Membership Drive Under Way

Pawling Public Radio/WPWL has been very busy this past year, and now more than ever our station needs your support! We have been trying to fill a void by providing a valuable source of information and entertainment in our part of the Harlem Valley.

Right now we are meeting and working with various Dover town boards in preparation of construction of a 140-foot tower at the FCC designated site in Wingdale. Once the tower is built and the antenna installed, we are expecting to reach in excess of 50,000 people. Currently you can listen through our website at [www.pawlingpublicradio.org](http://www.pawlingpublicradio.org). However, we realize the importance of the history of radio in our town and want everyone to be able to hear our broadcasts on the radio. Our goal is to be broadcasting at 103.7FM by December 2016.

Our talented contributors cover a wide range of topics and provide information and entertainment to our listeners, and the readers of our website. Many of our programs have call-in portions, so you the listener, can also be a part of the show. This fall we will be adding even more programming with some new and familiar faces to Pawling, Dover Plains, and the surrounding areas.

We are constantly seeking ways to raise funds that include our listeners. For instance, our two Paint ‘N Sip events were well attended, and our first Music Hall Showcase at the station was interactive and lots of fun!

Right now we are conducting our yearly Membership Drive. Membership is \$20.00 for an individual and \$30.00 for a family. WPWL receives no county, state, or federal funding. We are funded by grants, fundraisers, sponsorships, and donations from local businesses and members. With the exception of our engineers, we are 100 percent volunteer-driven. This year your membership fees and contributions will help upgrade and purchase broadcast,

recording and office equipment; help cover our website and social media fees; help pay our engineers; and help pay rent at the studio and tower locations.

We are always looking for ideas for programming and fundraisers, and volunteers are always welcome. Please become a member of the WPWL family by supporting us. Your contributions are tax deductible. We can be reached at 845-493-0355 or at [info@pawlingpublicradio.org](mailto:info@pawlingpublicradio.org).

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



Mike Pepper, *The Computer Guy* - Extending WiFi Around Your House

Is your WiFi not getting to every spot in your house or office? Does your computer, tablet, or printer sometimes lose its connection to the internet or to other devices in your home? If so, then you may need to “extend” your WiFi.

To extend your WiFi, you’ll need to add WiFi access points into the WiFi starved areas. Access points are similar to the WiFi routers that you already have, but they only do the WiFi part – basically rebroadcasting your main router’s WiFi signal.

There are three ways to extend WiFi. They are, by order of preference: by wire, by powerline, or by repeater.

By wire means that you actually run an Ethernet cable from your main internet router to a remote location with poor, or no, WiFi coverage and then add a WiFi access point at the end of the cable. That’s easy to say, but rarely convenient to do. You need to have an electrician in to run the cables, or drill holes through walls yourself.

Powerline Ethernet extension uses special adapters, in sets of two or more, to broadcast your in-house network via the electrical system of your home or office. The adapters are small boxes that plug into regular wall outlets in your home. You place one near your main router, and one in the remote location that has weak or no WiFi coverage.

The powerline adapters need to go directly into a wall outlet. (A surge protector will interfere with the signal.) Then you connect the powerline adapter near the router to the router with a regular Ethernet cable (usually supplied with the adapters).

For the remote location(s) you can get powerline adapters with or without a WiFi access point built into them. The setup is pretty straight forward if the WiFi is built in, but if you get one without

the WiFi built in, then you run a regular Ethernet cable from the adapter to a WiFi access point that you purchase separately, or connect it directly to a computer, printer, or any other Ethernet device

WiFi repeaters are also pretty straight forward to setup. A repeater is placed somewhere between your main router and the location that has weak or no WiFi coverage.

The repeater needs to be able to “see” the WiFi signal from the main router, but it can be near the fringe of coverage. The repeater then acts as a man-in-the-middle of your WiFi connection; picking up the signal from the router and rebroadcasting it to you, and then vice versa.

The repeater method is third on the preference list because, while repeaters do work, and usually work pretty well, they do introduce tiny delays in the communication process and sometimes these delays become noticeable. Even so, a connection with tiny delays is better than no connection at all. And, the repeater technology itself keeps improving and getting faster and faster.

WiFi access points, powerline adapters, and WiFi repeaters are all available at or through nearby or online retailers: Staples, BestBuy, Walmart and so on. When shopping for them, beware the term “WiFi extender” – it gets used interchangeably and confusingly for all of them. Get the one that you need and want, and if you have any questions about them, don’t hesitate to give me a call.

Hoping, as always, that this is all quite clear and useful; but 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](http://www.PawlingComputerGuy.com)  
845-855-5824



PCSB Bank Unveils New Branch In Pawling

**Expanded facility reflects bank’s growth and connection to customers** - PCSB Bank has announced a new branch opening at 144 Route 22 in Pawling, New York. The 2,650-square-foot facility—nearly double the size of its previous Pawling location—is newly constructed and customized for the bank.

The branch opened earlier this month and was launched with a ribbon-cutting ceremony that was attended by community leaders, local dignitaries, and bank officials.

“The new Pawling 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,” says Joseph D. Roberto, chairman, president and chief executive officer of PCSB Bank. “As a community-based bank, we are dedicated to helping consumers and businesses in the area grow and achieve their financial goals.”

The Pawling addition is the latest development in a period of unprecedented growth and change for PCSB Bank, which recently changed its name from Putnam County Savings Bank after more than 140 years. Following its acquisition of CMS Bancorp, PCSB Bank now operates 15 banking centers in Dutchess, Westchester, Putnam, and Rockland counties.

“Our size and structure allow for a high level of flexibility, especially as it relates to consumer and commercial lending options,” says 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.”

Christopher Boemio, assistant treasurer, will serve as branch manager in Pawling. He has worked for PCSB since 2005 and previously served as assistant branch manager of its Somers branch. Patricia Sullivan, one of PCSB’s longest term employees, will serve as assistant branch manager.

The new Pawling location will offer a full array of banking services,



from deposit accounts to a diverse choice of lending products for both consumer and business customers. Personal banking features free checking, savings accounts, certificate of deposit accounts, and retirement plans, as well as many options for mortgages, home equity loans and lines of credit, and personal loans. Business banking offers business checking accounts, lines of credit, working capital loans, commercial mortgages, merchant services, and payroll direct deposit, among other services.

Expanded hours of operation and a spacious, modern facility are designed to enhance the banking experience. Lobby hours are: Monday, Tuesday, Wednesday and Friday from 9 am – 4 pm; Thursday 9 am – 6 pm, and Saturday 9 am – 1 pm. Drive up hours are Monday, Tuesday, Wednesday and Friday from 8:30 am – 5 pm; Thursday 8:30 am – 6:30 pm; and Saturday 9 am – 1 pm. A 24-hour ATM is also available.

About PCSB Bank

Founded in 1871, PCSB Bank ([www.pcsb.com](http://www.pcsb.com)), a New York chartered mutual savings bank, operates 15 retail branch offices located throughout Westchester, Putnam, Dutchess, and Rockland counties in New York. PCSB maintains total assets of approximately \$1.2 billion.

Digital Marketing Techniques

place you learn the news first. While it’s important to verify facts before taking action on them, having a heads up on everything from traffic snafus to celebrities coming to town can make it easy for your business to respond appropriately. Upon learning a golf star was vacationing in the area, one pro shop sent a welcome gift basket – a gesture that was rewarded by a visit from the star, complete with pictures that made for great social media fodder.

**Local Lasts**

One thing that’s important to remember when promoting your community connection is that local lasts. People value the history

of their neighborhoods – and in this fast-paced age, history happens quicker than it used to. Make sure to share your milestone moments, such as a first year in business or being recognized by local media as a ‘best of’ prominently throughout your digital presence. These moments aren’t just for you. They’re telling your friends and neighbors that there’s something special about their community – your business!

*Jennifer Shaheen is a small business owner who understands what it takes to start and run a small business. Her technical prowess, entrepreneurial insight and marketing acumen provide a unique perspective to help clients use technology to market and manage their businesses.*

(continued from page 2)

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[zenoc@bottiniproperties.com](mailto:zenoc@bottiniproperties.com)

Tel 845.294.9524



## Member News

### FrOGS' Annual Great Swamp Celebration



The Annual Great Swamp Fall Celebration, sponsored by Friends of The Great Swamp (FrOGS) will be held on Saturday, October 22 from 11 AM to 5 PM and Sunday, October 23 from NOON to 4 PM at the Thomas Memorial Center, Christ Church, Pawling.

This will be a free, family-friendly celebration. Falconer Jim Eyring will fly his crowd-pleasing raptors, children will be able to make clay sculptures of a swamp animal at Cherie Ingraham's "Chuckie Goodnight" table, and there will be art and photography exhibits as well as interactive educational exhibits and local crafters selling their work.

Contact: Jill Eisenstein, FrOGS - [je7709@gmail.com](mailto:je7709@gmail.com) or (845)878-9603

### Senator Murphy Visits the Pawling Library

Senator Terrance Murphy visited the Pawling library on Wednesday, August 10th, at 11 am. The Library received Bullet Aid funds from Mr. Murphy last fall. His visit was scheduled so that he could see first hand how the funds were used. Karen DeGennaro, Director of Children's Programming, was on hand to share with him many of the family science materials that were purchased with the grant.



Along with Ms. DeGennaro, Pawling Library board members Verna Carey and Nick Robertshaw were there to greet him.

### 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](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@petercris.net](mailto: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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