



Vol XII: Issue 4

PAWLING

MATTERS

OCTOBER 2015

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

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HAPPY HALLOWEEN!

GET PAWLING MATTERS ONLINE

PDFs of this and past issues are available on our web site www.pawlingchamber.org



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

Senior Housing Underway at Castagna Commerce Park

The first phase of 81 units of senior housing is well underway at the 200 acre site (100 acres preserved as dedicated open space) on the eastern side of Route 22 in the Town of Pawling, just north of Hannaford's and M&T Bank. This major project for Pawling will yield 400 units of senior housing, 65,600 square foot medical office building, 200,000 square feet retail space and a hotel.

Upon completion of Phase One, Castagna Realty has plans to build 110 senior town homes, a 65,600 square foot medical office bldg., 100 units of assisted living to follow depending on market demand.

"Upon completion of this 5-7 year project, 800 permanent jobs and 1,200 construction jobs will have been generated and more than \$4.5 million generated in annual taxes for Pawling" stated Alex Wong, Senior Project Manager for Castagna Commerce Park.

Construction of a new sewer line has begun on Route 22 and will connect this site to existing wastewater infrastructure. Castagna Realty Co., Inc. has funded this privately with some aid from New York State in recognition of the need for economic development in eastern Dutchess County and the recognition of Castagna Commerce Park as a New York State Priority project in 2013. Water will be provided by a private well system. Upgrades to the entrance off Route 22 will include an access lane and traffic light.

Applications for senior housing will be provided toward the end of 2015 with the planned opening for Phase I scheduled for late spring of 2016. More details about progress of this major development by Castagna Realty, Inc. will be released in the coming months.

13th Annual Chamber Auction Set for October 20

The 13th Annual Chamber Auction will be held on Tuesday October 20 at 6 p.m. at the campus of Mizzentop Day School once again. Among the highlights will be a silent and live auction, free gifts, snacks and refreshments and the Chamber's monthly 50/50 raffle. All proceeds from this event will be used to support beautification projects funded by the Chamber's Beautification Committee. The live auction will feature Sheriff Adrian "Butch" Anderson being as persuasive as always in his attempt to get you to part with your money for a good cause. Some raffle items include theater tickets, a history on "The Art of the Cocktail" at McKinney & Doyle, Gift certificates and Dutch Vodka Mash. So you can expect a fun filled evening.

There is still time for Chamber members who wish to contribute items or services to do so, please contact Marie Stewart at 855-1632.

Admission is free and open to the general public. Start your holiday shopping.

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.

Getting Your Business Noticed: Social Media, Website or Both?

Simply put, engaging on social media AND having a business website that work together is the most effective way to do business online. In an ideal world, all small businesses would do both. But sometimes that isn’t realistic for a small business right off the bat.

In that case, it may make sense for some small businesses getting online for the first time to use a social media platform as a temporary stand-in for a website. Social media platforms have a built-in base of potential customers, are free or lowcost, and have minimal commitment – a great way to test the online waters. However, keep in mind you won’t have as much control over your social media Web page. One way to minimize this is to register your business’s domain name, or Web address, and have the Web address ‘point’ to your social media page (or eventually a website). This will allow you to have your online identity, build your brand, and market your business with a professional-looking, branded Web address that is memorable. In fact, 70% of consumers are more likely to visit a business’s Facebook page if they could get to it directly by typing in a Web address.1

The intent of social media is as a marketing tool, and small business expert and advocate Rieva Lesonsky recommended in a recent seminar that eventually “every small business needs a website.” Given the ease of building a website these days, it’s actually possible for you to build one on your own.

Understanding the following facts and considerations will help you decide which solution is best for your online business, and how you can leverage your own solution to increase your chances of success.

SOCIAL MEDIA ON ITS OWN

There are many multimedia platforms to leverage when using social media as your online presence, such as Facebook, Google+, LinkedIn, Pinterest, Instagram and YouTube. Businesses are also advised to get involved with rating/review sites like Yelp!, Google Places, Yahoo Local and Bing Places for Business. Finally, use industry-specific directory sites like Angie’s List, Honest Buildings, Houzz, Spiceworks and TripAdvisor to supplement your primary social platform. The best advice with getting started using social media is to avoid trying to conquer them all at once. It may be best to simply start where your customers are, conquer 1 or 2 of the most important platforms over time, and then move on to the next. Remember to try to reserve accounts or claim your branded profiles on all sites/platforms you plan to leverage to avoid confusion. And if you do engage on more than one social media site, try a management tool like Hootsuite that will save you time updating all your social media messages and accounts.

WEBSITES

77 percent of small businesses said websites are the most effective online marketing tool for creating awareness and strengthening customer relationships, more than any other online marketing tool.2 With a bevy of options, both paid and free, for creating a website for your business, it is easier than ever to build a professional, high-quality website to showcase your products and services, and to establish your brand in a form you can control. If cost is a concern for you, the prevalence of free or low-cost website builders makes it easy to create a website yourself. These tools are created for the non-technical user with easy-to-use templates so you can simply point-and-click your way to a new website. Costs for these range from \$0 to \$35/month and usually include

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Pawling Events Calendar

Pawling Concert Series
Sons of Serendip
Friday, October 16

Chamber Auction
Tuesday, October 20

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

Tree Lighting
Friday, December 4

Pawling Concert Series
Pablo Ziegler Quartet
Friday, November 13

Pawling Concert Series
New York Polyphony
Friday, December 18

Pawling Concert Series
Sultans of Strings
Friday, April 1, 2016

Pawling Concert Series
Jeremy Denk
Friday, April 29, 2016

SPECIAL NOTE:
Next General Meeting is
Tuesday, October 20
MIZZENTOP DAY SCHOOL
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

A Whole Lot Of Good Music Going On

The Pawling Concert Series announces its forty-second season, with a multitude of good, challenging and pleasing concerts. And, all in the comfort of venues on the beautiful campus of Trinity-Pawling School on Route 22 in Pawling. There you can also find a variety of tasty dining spots so why not make an evening of it?

Leading off on opening night on Friday, October 16 is Sons of Serendip, a foursome who play classical instruments while performing melodic, contemporary pop - the quartet appeared with the Boston Pops this summer! On Friday, November 13, all the diverse and exquisite sounds of the Argentinian tango played in a chamber music setting - “nuevo tango”. The Holiday Concert will ring out on Friday, December 13 in the All Saints' Chapel with a cappella artists, New York Polyphony, a quartet whose repertoire includes medieval to contemporary works.

Skipping the snowy woes of Winter return to us on Friday, April 1, 2016, for the Sultans of String. These master musicians from Canada perform a global tapestry of flamenco, French gypsy jazz, Arabic folk and Cuban rhythms. And what a finale - on Friday, April 29, the Series is honored to present the eminent Jeremy Denk, about whom the New York Times said, “Clearly a pianist you want to hear no matter what he performs”.

Go to the website pawlingconcertseries.org to learn more of these artists, ask for a brochure, make your choices, send a check or use PayPal. Or you may just wait and come that evening - we will welcome you!



Tickets are \$30 for adults, \$15 for students and those 12 and under are guests of the Series. These tickets are available at the Book Cove in Pawling, at the door of the Chapel before the concert and through PayPal. There also will be a light supper of soup, sandwich and salad for a modest fee offered in the CAVE from 6-7:30 pm. For information on all concerts write for a brochure to PO Box 163, Pawling NY 12564, visit pawlingconcertseries.org or call 845-855-3100.

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

Welcome to Meat & Hook...A New Biz in Town!

Pawling has recently welcomed a new butcher and fish market in town! The Meat and Hook opened July 1st next to Spirits of Pawling on East Main Street (in the former Kalyto Plaza).

Nisim Sachakov is certainly a firm supporter of the organics movement, and seeks to embody its ideals with his new butcher and fish market, Meat and Hook. An emigrant of Israel, Mr. Sachakov moved to the United States in 2003, and ran a bakery in New York with his family for a number of years before moving to Pawling to pursue butchery.

“My uncle owned a fish store in Israel... my father has been in his restaurant life for 27 years, so thats where I learned the trade,” Mr. Sachakov said.

Meat and Hook is far from just a dream come true, however, it’s an important community asset. “There is no good meat around here,” Mr. Sachakov explained, “I drive all the way to Queens, to my local butcher, to get the meat that I want.”



On speaking further about the plans for Meat and Hook, Mr. Sachakov’s vision for Meat and Hook is both impressive and exciting. He purchases meat from independents and desires to work with local providers.

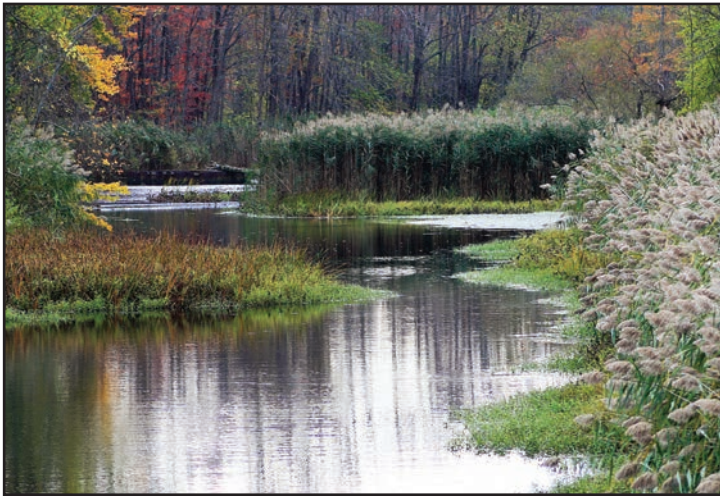
“In Israel we slaughtered our own meat. I raise chickens here. Everything that I raise is grass-fed, and everything that I eat is grass-fed and organic,” he explained.

If you haven’t stopped by the store yet, you will find a large beautiful shop with an extensive selection of seafood and meats. “The meat will speak for itself; it’ll be old fashioned butchering.” At that, Mr. Sachakov is sure to offer something you won’t find at any grocery store. “That relationship where the butcher knows what you like... so you will get what you want.”

The store also has great hours, Tuesday – Thursday from 11am to 8pm. Friday – Sunday 10 am to 6pm. Closed on Mondays

Stop by and check it out! Look for information soon, about a ribbon cutting grand opening event this fall!

FrOGS 19th Annual Great Swamp Celebration



For one weekend of the year, Saturday, October 24 from 11 AM to 5 PM and Sunday, October 25 from noon to 4 PM at Christ Church in Pawling, the Thomas Memorial Center of Christ Church is transformed into a delightful Great Swamp experience for eyes, ears, hands, and hearts. This year’s *Great Swamp Celebration* promises to be a treat, featuring works from a juried competition for both artists and photographers called “Through Your Eyes”. Some of the photographs, paintings, and drawings, as well as pottery, jewelry and textiles by local artists and crafts people, will not only be on display but for sale.

A favorite of many patrons, the children’s art submitted by local school districts is imaginative, charming, and educational, filling an entire wall of the great room. This year, most of that art interprets four animals that make their homes in the Great Swamp: the unique and fascinating opossum; the often misunderstood Northern water snake; the big, beautiful Barred owl; and the shape and color-changing Red spotted newt. Also displayed will be the art and photography of high school students (ages 14-18) competing in the Tenth Annual Peter Dunlop Art Competition.

Beloved “Bob”, the huge tortoise who pleased visitors as they came and left the celebration last year, will be back and available for “petting and photo ops. Not to be missed, the one-of-a-kind 25th Anniversary quilt designed and stitched by Board members of Friends of the Great Swamp will be on auction. FrOGS t-shirts and hats will be available, as well as a Great Swamp photo calendar

The Celebration always features free family-friendly educational programs, exhibits and presentations on both Saturday and Sunday. You will be able to find where you live in the Great Swamp watershed, as well as compare your "wingspan" with birds that live here. The fireplace room will feature informative presentations about the Great Swamp, our interesting turtles, and pointers for art and photography in the Swamp. Jim Eyring will bring his birds of prey to teach about the lives and adaptations of these specialized birds. Cherie Ingraham of "Chuckie Goodnight" will help young artists make their own clay sculptures of a Great Swamp critter. The popular

Build-a-Bug activity will be back, as well as an interactive educational display about watersheds and one about the insects that help us determine the water quality of streams in the Great Swamp.

Come join us!

Dutchess County Ducks Unlimited awards Chris Wood the Wetlands Conservation Award

The Dutchess County Ducks Unlimited Chapter awarded its Conservation Award to Christopher L. J. Wood, Chair of the Oblong Land Conservancy and dedicated advocate for conservation of the Great Swamp for well over a decade. Ned Sullivan, President of Scenic Hudson, presented the award at the Annual Great Swamp Shoot. “Saving the Great Swamp requires vision, leadership, and a collaborative spirit,” Sullivan observed. “Chris Wood has shown all these qualities, and great progress in this vital cause is the result. I’m honored to be joining others in celebrating his groundbreaking work.”

“We are pleased to announce that Chris Wood is the recipient of this year’s Wetlands Conservation Award,” remarked Tim Bontecou, President of the Dutchess County DU Chapter. “As the Chair of the Oblong Land Conservancy for over 15 years, Chris has encouraged collaborative projects to leverage the work of various stakeholders in the Great Swamp.”

The Oblong Land Conservancy, the Putnam County Land Trust and Friends of the Great Swamp, are close to finalizing the first stage of an initiative to develop a Strategic Land Conservation Plan for the Great Swamp Watershed. The path-breaking effort was funded by a Catalyst Grant from the Land Trust Alliance, with the intent to bring together under one roof the various groups who care about protecting its natural resources and habitat. “Once a Memo of Understanding is signed by our three groups, we will invite other stakeholders to join us, among them conservation organizations such as the Dutchess Land Conservancy and the Cary Institute,” Wood elaborated.

Under his leadership, Oblong Land Conservancy joined the Hudson to Highlands Coalition to represent the North Flow of the Great Swamp, is currently exploring with the Cary Institute a Forest Management Workshop program, and supervising an Eagle Scout Project for the Slocum-Mostachetti Preserve, a unique property in the North Flow of the Great Swamp, acquired in partnership with FrOGS, and owned and managed by OLC.

After learning of the award, Wood said, “I am honored that the Dutchess County Ducks Unlimited Chapter has recognized my efforts to protect, conserve and restore the remarkable wetlands that make up the Great Swamp Watershed. In turn, I would like to recognize my colleagues on the OLC Board for their hard work. What we accomplish is very much a team effort.”

Keep the Lights Shining for Pawling’s Annual Tree Lighting and Decemberfest Events

It all starts Friday, December 4th at 6pm in front of the Chamber of Commerce Building/Welcome Center on Charles Colman Blvd. Participants will include the school’s musicians and singers, merchants, volunteers from the Chamber, the Sheriff’s Dept., dignitaries from the Town and Village and the children and families of Pawling.

The holiday lights and wreaths that create the festive mood for the holiday season in Pawling requires generous contributions of time and financial support. Please express your financial support for Pawling’s Tree Lighting event with a donation or sponsorship for one of the major tree lighting items listed below.

Major Sponsorships

- Lighting the large tree at the chamber building \$5,000



- The Chamber building lighting and decorations \$3,500
- Trees on the Green \$3,000
- Wreaths and lights in the village \$2,500
- Santa’s Horse drawn wagon \$1,500

Thank you for your participation as a sponsor or donor to keep the lights shining for Pawling’s Tree Lighting event December 4th.

To become a major sponsor or make a donation, send your check made out to the Pawling Area Chamber of Commerce for the 2015 Tree Lighting. Checks may be mailed to P.O. Box19, Pawling, NY 12564. The Chamber of Commerce is a not-for-profit organization, so your contribution is tax-deductible. Thank You,

The Pawling Chamber of Commerce Executive Board

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PAWLING CONCERT SERIES

presents Elizabeth & Bill McGuinness

SONS OF SERENDIP

Friday, October 16th 8 P.M.
Gardiner Theater at Trinity-Pawling School

The Series makes a bow to melodic, contemporary American sounds with a most unusual quartet who found themselves by chance in grad school at Boston University. Pretty good fortune we would say!

Adults \$30, Students \$15, children 12 and under, no charge. Soup, Salad, Sandwich Supper 6-7:30 pm at The Cave. For information call 845.855.3100

Mike Pepper, *The Computer Guy* - You Need a Backup – Now

Yes. You do need to back up your computer data. It really is necessary.

A computer can fail many ways; usually with no warning whatsoever. If you don’t have an automatic backup setup now, you need to get one going right away. Please, don’t put it off. When I get a call for a broken computer, it is way too common, and sometimes very sad, to be asked if the data can be saved because there is no recent, up to date backup.

If you’ve used your computer for a few years, you probably have more irreplaceable stuff on it than you realize. Photos, of course, are especially painful to lose. If they were all on your hard drive, and your drive has failed – your photos are, pretty much, gone.

Not just photos, though. Tax records, documents for your business, school papers – all of that stuff that is only on your computer, if it not backed up, is vulnerable to sudden, permanent loss.

To be clear, when a computer dies, the hard drive may still work just fine. But, often enough, the rest of the computer is OK and it is the hard drive itself that has failed.

Also; it may be technically possible to retrieve data from a failed hard drive – but this is expensive, time consuming, and is never guaranteed to work. The drive needs to be sent away to specialist services and in a week or so and several hundred dollars later, you’ll find out what they have saved from your drive.

Overall, it is just a whole lot easier and much less expensive to keep constant, automatic backups of your hard drive.

How to back up your computer data:

Some users will have a flash drive or an external drive that they plug in once in a while and manually drag-and-drop copies of important files. But this once in a while approach is not really safe. It’s just too easy to skip a back up – and of course that is when trouble strikes.

To be truly data safe, you need a regular, automatic back up. That might be with an external drive plugged into your computer, but my recommendation these days is to use an automatic online back-up service. In the cloud. Set it, and pretty much forget it.

I’ve seen a few working online backup services and the one that comes across as the clear leader in ease to set up and use is Carbonite (carbonite.com). (NOTE: I have no relationship with Carbonite or any other online backup service, except that Carbonite is what we use at home for our main machines.) Carbonite has a free 15-day trial and only takes about 5-10 minutes to download and setup. If you decide to keep it after the trial, the subscription is \$5 per month.

A “local” external hard drive is one fixed price, of course. Somewhere around \$70 and up, depending on the capacity of the drive and brand name. With Windows 8 and with Macintosh computers, automatic data backup software comes with the computer. For other versions of Windows the provided software isn’t as easy or dependable. Most brand-name external drives come with backup software, but you may also want to look at commercial software from Norton or McAfee (the antivirus people).

Local backup for Macs is very easy. Period. Local backup for Windows computers more complicated. In both cases, Mac or Windows, online backup is more reliable and very easy to set up.

And, yes, it is necessary. Really.

As always, if I can help with questions about, or problems with your computers, including doing automatic backups, don’t hesitate to give me a call: Mike Pepper ~ Pawling Computer Guy, 845-855-5824.

Joint Meeting of the Pawling Chamber and Pawling Rotary

A joint meeting of the Pawling Chamber of Commerce and The Pawling Rotary Club was held at noon on Tuesday, September 15th at the Lathrop Center. Ann Godesky, President of Pawling Rotary and Peter Chris, President of the Pawling Chamber spoke to members of both organizations about the focus and benefits of membership, and how community organizations, working together, can improve community life. Each attendee was asked to stand and say a few words to the assembled about themselves and their community involvement. Representatives from Pawling's not-for-profit organizations were also in attendance. Each spoke briefly about their organization and its impact on community life. All are members of the Chamber, Rotary, or both. Lunch was catered by Vinny’s Deli.



Left to right: Peter Cris, President of the Pawling Chamber of Commerce, Susan Stone, representing Pawling Public Radio, Casey Conlin, Director of the Pawling Library, Terry Ariano from the Pawling Resource Center, and Ann Godesky, President of Pawling Rotary. Photo Courtesy of Jeff Asher

Pawling Library
People from our Community

Autumn at the Pawling Library began with Chef Lucas Muehlenweg who conducted a cooking class at his beautiful restaurant, Petite, where he instructed participants on how to make three delicious soup recipes. Another presentation devoted to desserts will take place in 2016. When we have a date scheduled you’ll want to register as soon as possible as these classes fill within a blink!

Cathy Anderson from the Quilt Basket, located right around the corner from us on Oak St, brought in a selection of her beautiful quilts and explained this art form to us. The Quilt Basket has every imaginable fab-

ric and offers classes on quilting for beginners to experienced quilters.Cathy Anderson

We thank Chef Lucas Muehlenweg and Cathy Anderson for donating their time and talents to provide quality programming at our library.

There is an abundance of talent within the Pawling community. You can find that talent here at our library. Please join us and enjoy a class or seminar with your gifted neighbors! Check our Events Calendar for upcoming children, teen and adult programs.

Interact Club of Pawling – SUNY Purchase Trip

On September 29, The Interact Club of Pawling hosted a college tour of SUNY Purchase for Pawling High School juniors and seniors. The day started with a presentation in the Admissions Building. Students learned about the SUNY system, different types of colleges, financial aid and the different majors offered at SUNY Purchase. Following the presentation students went on a tour of the campus led by two college students. During the tour they had the opportunity to see the Student Center, the Residence Halls and dorm room, the Gym, Natural Sciences Building, Social Sciences Building, the Performing Arts Center, the Library and more. The tour concluded with an all you can eat lunch in the Main Dining Hall.

Bus transportation and trip chaperones were paid for with donations made to the Pawling Triathlon; an event held annually to raise funds for the

Town of Pawling Teen Programs. Lunch was paid for by Pawling Rotary.



Getting Your Business Noticed

customer support. Popular website builder tools include Moonfruit, Wix, Weebly and registrars who sell domain names also have affordable packages.

SOCIAL MEDIA + WEBSITE

If you already have a website, social media should be part of your integrated marketing plan that helps to drive traffic to your website.

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(continued from page 2)

Think of your website as the center if your online presence, with social media, advertising, email marketing and other activities driving customers and potential customers to your website to engage, learn and hopefully buy.

It may be confusing as to what you should do on social media versus your website, but remember they should work together to complement each other. For instance, if you use social media for quick or weekly updates to your customers, try to also showcase or integrate those Facebook posts or Twitter feeds directly on your website. It’s okay for your social media page to have some of the same content as your website; in fact, integrate social where it makes sense on your website to make the most effective use of your time and communications to customers. Blogs are another form of content that may belong on both your social media site and your website.

Other ways to integrate social media include adding visible social media buttons to link to your social media page, and for e-commerce businesses, integrating share buttons so your customers can share socially what they just bought or like on your website.

Member News

Jazz Brunch at Daryl's House

Beginning on **October 3 – 31, each Saturday**, Daryl's House in Pawling joins the growing circle of jazz. Members from this past August's expanding Hudson Valley Jazz Festival perform as "The Hudson Valley Jazz Ensemble", led by festival director and drummer Steve Rubin. The Hudson Valley Jazz Festival has been covered by *The NY Times*, *The Daily Freeman*, *JazzTimes*, *DownBeat*, *The Times Herald Record* and honored by The Orange County Arts Council. The Jazz Brunch Saturday Show will be from 11:30 AM to 2:30 PM. Early for jazz you say? Maybe it's a great way to ease into a relaxing and ongoing expansion of this American music. And what a great place.

Raising Funds for the Fire Department

The Pawling Fire Department Auxiliary will be hosting their Annual 2 Penny Social on Saturday October 10th. The doors open at 5:30 pm and the calling starts at 7 pm. A Penny Social is basically a raffle with the chance to win tons of items. All the raffle tickets cost only 2 cents each. There are tag sale type items displayed on tables, and if you would like to try and win that item, you put one of your numbered tickets in the bag in front of the item. The theory is, if you really want something, put a lot of tickets in that bag to increase your odds. They also have \$1 ticket prices which are donated by local businesses. Everything from a Bird Feeder and Seed from Utter Brothers to Lunch for Two from McKinney & Doyle. Refreshments will be available for purchase and there will also be a 50/50 raffle. It is a fun event for people of all ages.

ArtEast Open Studio Tour

October 17, 18 and 24, 25 11am - 5pm. Over 40 artists in studios, barns, and work spaces will open their doors for the ninth annual open studio tour. In 2014 guests from upstate, Westchester, Putnam, New York City, neighboring Connecticut, and New Jersey took the free, self guided driving tour of artists working studios in eastern Dutchess. Contact Lonna Kelly for additional information 845.988.7374 or lonna.kelly@yahoo.com.

Pawling Shakespeare Club Begins 117th Season

The Pawling Shakespeare Club celebrated the opening meeting of its 117th season with a luncheon and lecture at Pawling Public Radio's studio meeting space. Twenty Three members and guests enjoyed a delicious buffet provided by long time members Anne Wagner and Jill Finch. This fall The PSC is reading and delving into the depths of William Shakespeare's *The Merchant of Venice*. Mr. James Fornshell was the guest speaker. His knowledge of the life and times of the Elizabethan Bard was shared, along with his expert appraisal of the characters that people this troubling play about the many faces of religious intolerance in sixteenth century Europe. Study leaders for the Merchant Of Venice are club members Shura Saul and Stephanie Rogers, who will engage fellow members through an in depth analysis of each act. The Pawling Shakespeare Club meets twice monthly on Monday afternoons. All are welcome. Club President, Rita Schaffer, may be contacted for further information about membership at senorita28@aol.com

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@aol.com

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

Financial

Chair: George Apap 845-855-3300

Marketing & Communications

Chair: Peter Cris 914-471-5083

Merchant's Committee

Chair: Pat Martin 845-855-3397

Welcome Committee

Chair:

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