



Vol XII: Issue 5

PAWLING

MATTERS

NOVEMBER 2015

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

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HAPPY THANKSGIVING!

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

Chamber Continues Tradition of Tree Lighting Friday, Dec. 4th



Children and their families, friends, residents and friends of Pawling will gather together again for Tree Lighting and Decemberfest Friday, December 4th at 6pm to celebrate the Christmas holiday season. The Pawling Chamber of Commerce has been able to maintain this annual tradition with the generous financial support from the community.

All are invited to participate and enjoy the activities that evening. Free refreshments, music, will precede the Tree Lighting and arrival of Santa and his Elves. Santa will receive visits in the Chamber building/Welcome Center on Charles Colman Blvd from the children to hear their holiday wishes. Holiday gifts will be given to the children as they say goodbye to Santa.

Pawling Rotary Chocolate Festival

A Chocolate Festival sponsored by Pawling Rotary Club is taking place on **November 14, 2015** from **11am-4pm** at the **Lathrop Center, Lakeside Park**. The event will benefit Camp Sundown in Craryville, --, and Pawling Resource Center.

Camp Sundown provides children with xeroderma pigmentosum, a rare skin disorder that prevents children from taking part in out of door activities held in sunlight, with an opportunity to experience normal childhood summertime fun, as all camp activities are held after dark. This incredible program is supported through donations and volunteers. Pawling Resource Center provides a safety net to community members in need through its food pantry, transportation services, confidential social service consultations, and medical equipment loan program.

Chocolate samples will be available while they last! You will be able to experience chocolate in a variety of delectable forms from local vendors. Purchase for immediate consumption or buy a

(continued on page 8)

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.

How to Get Started As A Government Contractor

Becoming a contractor or sub-contractor for the U.S. government can bring in lucrative, ongoing revenue to your small business. But doing business with the government is very different than typical business-to-business selling. Sales cycles are often much slower. There is a process that must be followed, and you'll face stiff competition from larger companies with more experience. In fact, the process can seem overwhelming, especially if you're just starting out, and you need to be prepared to spend a lot of time and effort before you start bringing in large contracts.

So how do you get your foot in the door, start bringing in money now and cut down on your learning curve? Start by selling locally. Municipal agencies in your city, town or county government, such as water and sewer commissions, parking bureaus or even boards of education—regularly do business with small, local companies.

How to Get Started as a Government Contractor:

1. Who is your ideal client?

Make a list of your local government agencies. Which ones might be interested in your product or services? Target the top two or three agencies that you think will be the most likely to need your products or services. Don't try to be all things to all people.

2. Find out what their needs are.

Go to your local library and read the newspaper archives. Attend a couple of city council meetings. What are the issues they are faced with? What actions are they taking? How can your products or services help them to solve their problems? Knowing what their problems are and having an instant solution can go a long ways in getting you the contract.

3. Find out who you need to see.

Find out who is responsible for creating the Request for Proposals (RFPs) for the agency. Who is in charge of purchasing? How do they prefer to be contacted? Get as much information as you can about the process as well.

4. Determine your price.

Remember that local agencies are usually required to get three bids and take the lowest one, so they can show that they're not wasting taxpayer's money. But, before you lowball yourself into losing money on the deal, carefully look at each aspect of your bid. Make sure that you can live with the amount you bid, because once accepted, it's very difficult to make changes later.

5. Create a marketing strategy.

Figure out your "who" "what" "when" and "how." Set up face-to-face meetings when possible. Bring information such as brochures and catalogs with you. Because government agencies base most of their purchasing decisions on short-term expenditures, not long-term value, you may need to adjust your sales strategy accordingly.

6. Make Contact.

When you make the initial phone call, use the knowledge you've already collected about the agency to get an appointment. You also want to know what is their process for making purchases. Do they have registration requirements?

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Pawling Events Calendar

Pawling Concert Series

Pablo Ziegler Quartet

Friday, November 13

Tree Lighting

Friday, December 4

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, November 17

KEY BANK

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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 pcny@bww.com

It Takes Four To Tango

On Friday, November 13, the Pawling Concert Series presents the Argentine musical form, the tango, performed in a chamber music setting, a style that has matured over the years and has been enhanced by the many composers who have written for it. The Pablo Ziegler Quartet will perform in the Gardiner Theater on the campus of Trinity-Pawling School at 8 PM.

In the late 1800's the earliest tango music was made up of flute, violin and guitar or often played on a solo piano in brothels and cabarets. But it was the tango as a dance that introduced the music to the world and orchestras picked it up, slowed the pace a bit and it eventually became a lovely and elegant couples dance. Have you seen *"Scent of a Woman"* with Al Pacino? Pablo Ziegler, currently the leading exponent of "nuevo tango", spent years as the famed composer, Astor Piazzolla's pianist, added a new style, more percussive, lyrical and with a jazz influence. The tango now is performed by the likes of classical musicians such as pianist Emmanuel Ax, and by jazzmen Paquito D'Rivera and Branford Marsalis. Ziegler has introduced the tango in a new setting, with a quartet of instruments, the piano, cello, double bass and the bandoneon, a type of concertina, essential in a tango ensemble. No matter how you hear it, the style remains a popular and evocative musical expression.

Bottini Fuel is helping to underwrite this unusual concert. Adult tickets are \$30, students \$15 and those 12 and under are guests of the Series. The Book Cove in Pawling has tickets and you also can purchase them with PayPal or at the door. You might want to come early and enjoy a light supper of soup, salad and sandwich from 6 - 7:30 in The Cave located in the basement of the main building, Cluett. All buildings on campus are handicapped accessible and there is plenty of parking.



The holiday offering will be on Friday, December 18 in All Saints' Chapel with a male cappella quartet, New York Polphony. Their repertoire covers medieval melodies to contemporary compositions. For more information visit pawlingconcertseries.org.

The Concert Series is made possible with funds from the New York State Council on the Arts and by Arts Mid-Hudson and with corporate sponsorship by Andron Corporation, Castagna Realty, M&T Charitable Foundation, Joseph Meunier & Sons and by Joe Pietryka Incorporated.

Pawling PTA Thanks Pawling Businesses for Support

Most people know what the PTA is (Parent Teacher Association), but most people don't realize how much this organization does for the students as well as the faculty and staff at Pawling Elementary School. It is incredible how far reaching the work of the PTA is...but even more incredible when you realize that everything this organization accomplishes is through fundraising and membership dollars--NOT through school tax dollars! From school photos and the yearbook, to educational assemblies and programs during the school day that support the curriculum, to promoting a healthy and active lifestyle in conjunction with the Health and Wellness Committee, to showing our support to teachers and staff, to Spiritwear sales and snacks at Field Day, and so much more...the PTA at PES works tirelessly to ensure our children have a memorable, enriched begin-



ning as they start down the path on their journey to success.

The PTA at PES is fortunate to have the support of over 50 local merchants who each year contribute merchandise and donate financially for the benefit of our school. The PTA would like to thank the Pawling business community for their ongoing support. We encourage our PTA members to use the PTA Local Merchant Discount Program (included with \$10 membership card) and support our local economy. Please check out the Pawling PTA Facebook page for a list of local merchant supporters, the discounts they offer our members, and to fill out your PTA membership application if you have not already done so. Please help support our school and our children. Join the PTA and help make a difference. Thank you.

“Jazz On The Hill” celebrates the Pawling Resource Center

Get your holiday off to a great start with a benefit concert for the Pawling Resource Center called “Jazz On The Hill” at Christ Church on Quaker Hill on Saturday, November 28 at 3 pm. The concert features Ted Rosenthal’s signature jazz interpretations of classical themes and holiday favorites such as Winter Wonderland, Greensleeves and the Dance of the Reed Flutes from The Nutcracker.

The program is based on a hugely popular annual event produced by the Sherman Chamber Ensemble called “Jazzing Up The Classics” earmarked as a “give back” to supporters. This year SCE decided to sell tickets and donate the proceeds to the Pawling Resource Center in honor of 40 years of service to the Pawling community.

“We are so honored and appreciative of this wonderful opportunity offered by the Sherman Chamber Ensemble to support the PRC,” responds PRC Program Coordinator Terry Ariano. “What is better than a collaboration between an arts organization like SCE, which lifts the spirits, and a service organization which supports so many families in the community, during this season?”

The performers include Ted Rosenthal on piano and jazz veterans, Thomson Kneeland(bass) and Chris Parker (drums) in combination with Eliot Bailen (cello) and Susan Rotholz (flute.) It is an eclectic mix of repertoire including songs and original compositions written specifically for this ensemble.



Ted Rosenthal tours worldwide with his jazz trio and has performed with many Jazz greats. He played his own version of Rhapsody in Blue by Gershwin at last year’s concert in Sherman, Ct and his recordings receive enthusiastic praise from national critics.

Tickets can be purchased for \$30 at www.PawlingResourceCenter.org and www.ShermanChamberEnsemble.org or by calling (860) 355-5930. Join us at this concert to celebrate “Neighbors Helping Neighbors.”

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

Pawling Library on Helping Others

There are many different ways people are aided through the Pawling Library. Here are two examples:



On Tuesday, October 20th, First Lieutenant Brett M. White and First Lieutenant Tom Frost, of the New York State National Guard, were co-presenters for a Citizen Preparedness Training Program.

Participants were instructed on how they can keep themselves safe in both natural and man-made disasters. At the programs end, each person received a training certificate. First Lieutenant White shared with us, shortly before the program began, that he served in Afghanistan. We are grateful to these men for helping our library and especially our country, and proud we are of them as well. For more information on how you can keep yourself and your family safe, please visit www.prepare.ny.gov.

Basic Computer Class Over the years our library has held both morning and afternoon computer classes. All these classes are free to the public. On Wednesday, October 21st was our first evening computer workshop. This was a very special program, for it was conducted by a kind individual who wanted to give back to the Pawling community she is part of. We thank our presenter Jennifer Driscoll for volunteering and sharing her expertise to create this beginners computer workshop. Another class by Ms. Driscoll will be scheduled for early 2016. Please join us in the coming new year. Come grow with us. As always, we look forward to seeing and helping you.

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PABLO ZIEGLER QUARTET

Friday, November 13th 8 P.M.

Gardiner Theater at Trinity-Pawling School

Listen to this rich Argentine musical tradition in a chamber music setting that just serves to enhance the diverse and exquisite arrangements of such composers as Villoldo, Rodriguez and Astor Piazzolla. The ensemble features piano, bandoneon, cello and double bass. The music, "nuevo tango".



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* - Handy Smartphone Tricks

Smartphones and tablets are astonishing technological triumphs. The number and variety of feats that these magic bits of glass can perform is simply astounding, and seemingly without limit.

The computing power in smartphones and tablets, combined with built-in sensors or add-on gizmos, make it possible to do thousands of things with phones that even the inventors never imagined. Ranging from mundane to exotic, here are just a few. (More at a later date.)

These tricks are all available as apps for both Android and Apple IOS phones and tablets. Search your app store for your phone, and look for apps with 4 or 5 star reviews.

Emergency Flashlight

Smartphones typically have two built-in light sources: the camera flash, and the screen itself. Both of these can be used by apps for other purposes, and there are hundreds of apps – both Apple IOS, and Android – that will turn your phone into an emergency flashlight. Some phones even come with a flashlight app preloaded.

Using your phone as a flashlight will use up your phone's battery pretty quickly, so you don't to depend on this for everyday use; but your smartphone can't be beat as an always handy flashlight.

Heart Rate Monitor

No extra gizmos or bracelets needed – your smartphone can measure, and record, your pulse just by using the built-in flash and camera.

When you run a heart monitor app, it will instruct you to place the tip of your finger so that it is covering the flash and the camera lens. The app (of your choice, and again, there are many) will check your pulse for a few seconds and then report your heart rate to you. It works, and in my experience, it's pretty accurate. Search for "heart rate monitor" in the app store.

Emergency Dice

OK; "emergency" may be too strong, but here's a trick that can fill in for the dice that always go missing from the board games that come out for family gatherings.

Again, many apps are available for this. You might find an app for a particular game, but there are tons of general "dice" apps that let you choose the number of dice, and even the number of sides for games with exotic dice geometries. Once setup, you just tap the screen to "roll" the dice. Search the app store for "dice."

Emergency Radio

A few smartphones have FM radios built in and can receive broadcast radio, but ALL smartphones can receive streaming radio broadcasts. Many broadcast radio stations, including Pawling Public Radio, also have their signal sent out over the internet in what are called "streams."

Apps for both IOS and Android will allow you to listen to these internet streams. Most apps have a search function that will allow you to search for streaming stations near you – very handy for "just in case" situations. Search for "streaming radio."

Car Health (Check Engine) Monitor

If your "check engine" light comes on – or if your car sputters once in a while, but the check-engine light doesn't stay lit long enough to get to the shop to have it checked, then this can be very handy.

It requires an additional piece of equipment, called a "wireless OBD adapter" that you can purchase online or in some auto supply stores. Prices range from under \$10 and up – and the ones for under \$10 do work for most situations.

There aren't as many apps for this as for flashlights and dice, but there are many. Prices range from free (or donations) and go up to hundreds of dollars for pro-level apps.

I use an app called "Torque" that is free/ad-supported and a Bluetooth OBD adapter that was around \$12. Torque is able to read all of the codes that are used by the computers in my car, and it also lets me create custom screens with dials and gauges for just about any function in the car, including a large, easy to read speedometer that uses the phone's built-in GPS to figure the speed.

There are many other car-monitoring OBD apps, including some that are specific to car makes and models. Search for "ODB" or "ODBII" (ODB-2) to find one that suits your needs.

There are many, many, more handy tricks for smartphones. I'll make a new list soon, but if you know of – or want to know about – an app for a particular purpose, give me a call and let me know about it.

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

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Adopt-A-Family Through the Pawling Resource Center

One of the lesser known, but very much appreciated, programs of the Pawling Resource Center is our Adopt-A-Family program. Several of our food pantry clients, and a number of other families with young children, would benefit from having a little extra help to provide gifts for their children during the holidays. The Pawling Resource Center invites you to join with us in helping our neighbors in need in our community this holiday season by adopting a family to purchase gifts for. You may specify the size of family you would like to adopt and we will match you with one of our families who have applied for the program. This will all be done anonymously. You will be provided necessary information (gender, age, size, etc.) about the family and a suggestion for one major gift per child (e.g. coats, boots, etc.). You may also contribute gift cards for the parents (grocery store cards, gasoline cards, etc.). The PRC will add to your contributions a selection of toys donated by Toys For Tots. If you would like to help out a family in need this holiday season by partnering with the Pawling Resource Center, please sign up to Adopt-A-Family by calling 845-855-3459 or emailing info@pawlingresourcecenter.org by December 1. Thank you for your compassion and consideration. Together, we are "Neighbors Helping Neighbors."

When: Register by December 1, 2015

Where: Call the PRC at 845-855-3459 or email info@pawlingresourcecenter.org

Why: We have neighbors in our community, especially families with young children, who need a little extra help around the holidays. We invite you to adopt a family and to purchase a few items that will make their holidays a little merrier.



Neighbors Helping Neighbors
PAWLING RESOURCE CENTER

How to Get Started As A Government Contractor

(continued from page 2)

What are they? What information do they need before they make a decision?

7. First Meeting

Your objective here is to listen to your prospective client. What does she/he think are their most immediate problems and pressing needs? (From the research you've done, you should already have a general idea of what they're looking for, and what their needs are. Now is your opportunity to get the "inside scoop.") Ask intelligent questions, and give basic information about your company, your abilities and your products or services. Just remember—this meeting isn't about You, it's about them! Make sure you ask any questions you've still got about the application process, and what you need to do in order to put in a bid. Leave the information with your prospective client, and tell them what you will do next. If you set a time to follow up, do it. If not, you're going to follow up anyway, but more about that in a minute.

8. Follow-up.

After the meeting, put together a plan of action. Create at least three solutions to your prospective client's problems, but make it something unique that can only be done by your company. If you sell a product, perhaps you could provide a free training workshop, to get users up to speed more quickly and efficiently. If you provide a service, offer an additional incentive, or extra component that either solves another problem or provides added value and benefit to the client. Then get it to the person you saw. For exam-

ple, you could send a simple letter..."Dear Fred, Thanks for meeting with me last Friday. After we talked, I started thinking about what you said about ..., and came up with ..." Don't be afraid of giving him your best ideas. You want him/her to understand that you can solve his problems. You don't need to go into details about "how" you'll accomplish it. Just let him know that you can. Make sure that you follow the application process completely, and turn it in before the deadline.

9. Network, network, network.

Don't stop now. Who else do you know who can help champion your cause? Who is your local city council person? Other elected representatives? You don't have to be a major contributor to ask your representative for assistance. Most politicians are more than happy to help local businesses succeed. Getting the word out about who you are and what you can do is just good business. Talk to your local chamber of commerce, SCORE or small business development center (SBDC) office.

10. Be professional.

Above all else, you want to project an attitude of competence and professionalism. Go the extra mile. Make sure that your client is more than satisfied by doing business with you. And once you've got one government client, it will be easier to convince other agencies to do business with you.

By Cheryl Antier, President, Dream Weaver Enterprises

Member News

Pawling Rotary Chocolate Festival *(continued from page 1)*

holiday gift. Local purveyors include: McKinney and Doyle, The Blue Olive, Bakeria, Good Tidings, Blondies and other vendors from our local area. Games and Activities for children are being planned by interact Club. Join us at the Chocolate Festival to support Camp Sundown and Pawling Resource Center. Admission is \$5 for adults and \$2 for children 12 and under. All proceeds from this event will benefit both of these outstanding programs.

Historical Society of Quaker Hill & Pawling

The John Kane House: A Washington Headquarters National Monument, The Pawling Historical Society is also featuring an ongoing exhibit of **World War II Memorabilia** by Pawling Veterans: 126 E. Main St - **Holmes-Whaley Lake History Exhibition** will be featured. **DecemberFest December 5, 6, 12, 13** (Festive Holiday Programming). For further info on Gallery Hours and Decemberfest call: 845-855-5355. Akin Library: **Gunnison Museum of Natural** and the **Quaker Hill Historical Museum:** Area History, Flora and Fauna Exhibit, Many changing events: 378 Old Quaker Hill Rd. Pawling. Further info: 855-5099.

Pawling Garden Club

On June 6, 2015, The Pawling Garden Club held its annual Spring Market to raise funds for the club's many activities, including beautification of the community, humanitarian contributions, and member trips, educational lectures and workshops.

The garden club would once again like to thank our local merchants who generously donated in various ways to help make this annual event a success, including Claire's Garden Center, Hannaford, H.G. Page & Sons Building Center, M&M Nursery, Native Landscaping & Garden Center, Parrino's Greenhouse & Garden Center, Petersen's Patterson Greenhouses, Periwinkle Landscape Design & Maintenance, Petite Bistro, Spirits of Pawling, The Book Cove, The Great Wall, Utter Bros. Feed Supply, Vinny's, and Ziff Quaker Hill Native Plant Garden. A special thank you to the Pawling Fire Department for allowing this event to be held at the Firehouse each year. Lastly, thank you to the many people in the community who support the Spring Market with their purchases and make our efforts a success.

- Geneva Claire Hamilton

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

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Chair: Marie Stewart 845-855-1632

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