

## February 2004

### Important!

It's that time again . . .

#### Membership Dues

If you have not renewed your membership dues yet, please do so as soon as possible to ensure that you are included in the 2004 edition of the New Paltz Regional Guide.

**Remember, we take credit card payments now.**

#### Advertising in the 2004 Regional Guide

An ad in the Chamber's Regional Guide will reach 40,000 potential customers over the course of the year. If you have not already contacted Carol Ricken of the Catskill Mountain Guide (she is our ad salesperson) to reserve your ad in the 2004 Regional Guide, please call her as soon as possible at 518-263-4099, ext. 217.

This newsletter is also available on the New Paltz Regional Chamber's website in Adobe Acrobat pdf format:

- Go to: [www.newpaltzchamber.org](http://www.newpaltzchamber.org)
- Click onto "Newsletter" and make your selection.
- View or print the newsletter.

### Community Service Award Nominations

Each year at the Chamber's Annual Dinner we honor a business or community leader for his or her contributions to our community and the region.

Businesspersons from large or small companies or non-profit organizations who have assisted our local area and are members of our Chamber may be nominated for the award. Individuals who are at the forefront of volunteerism deserve recognition and tribute for their valuable contributions.

Past recipients are Michael Beck of P&G's Restaurant—2000, Vivian Wadlin of Wadlin & Erber—2001, Wendell Harp of Harp & Harp—2002 and Doris Colucci of Colucci Shand Realty—2003.

Please fill out and return to the Chamber office the enclosed nomination form. The deadline for submission is March 1, 2004. The award will be presented at the annual dinner on March 20 at the Wiltwyck Golf Club in Kingston.

Take advantage of the  
Member-to-Member discounts  
offered by  
New Paltz Regional Chamber  
members (see insert)  
and get a great deal  
on a fabulous gift  
for that special someone  
on Valentine's Day.

### 2004 Annual Dinner

Saturday, March 20, 2004 • 6:30 p.m.  
Wiltwyck Golf Club  
Kingston

#### ENTERTAINMENT

Big Blue Band  
Sylvia Markson/Comedy Ventriloquist



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# Upcoming Events

## WEDNESDAY, FEBRUARY 11, 2004 Valentine's Day Mixer

**Place:** Tuthilltown Grist Mill

**Hosted by:** Ralph Erenzo

**Time:** 5-7 p.m.

**Cost:** \$5/person

**Reservations:** Call the Chamber office—  
845-255-0243

Join us for an after-hours Valentine's Mixer at the newly transformed Tuthilltown Grist Mill, which has added a cafe to its expanded space. Bring plenty of businesscards for networking!



## THURSDAY, FEBRUARY 12, 2004 Power Point Workshop

**Instructor:** Lynette Seawall of Performance Plus

**Place:** Instructional Services Model School Lab at Ulster County BOCES, Route 32, New Paltz (call the Chamber office for directions if needed)

**Sponsor:** Main Street Bistro

**Time:** 7:15-9:30 a.m.

**Cost:** \$25/members, \$50/non-members

**Reservations:** Call the Chamber office—845-255-0243

This is an introductory class on how to create a professional presentation from your laptop.



## FRIDAY, FEBRUARY 20, 2004 Business Luncheon

**Topic:** Legislative Update 2004

**Speaker:** New York State Assemblymember Kevin A. Cahill, 101st Assembly District

**Place:** The Terrace Restaurant, Southside Avenue, SUNY New Paltz

**Sponsor:** Ulster Federal Credit Union

**Time:** 12-1:30 p.m.

**Cost:** \$15/person

Assemblyman Cahill will speak on legislative issues for 2004, including healthcare, education, small businesses and the new legislation he will introduce to the legislature this year. A question-and-answer period will follow the presentation.



### *Interested in Sponsoring a Luncheon or Mixer?*

Contact Ernie VanDeMark of CH Energy Group, Inc., chairman of the Chamber's Speakers Bureau and After Hours Mixers, at 845-486-5436.

## WEDNESDAY, FEBRUARY 25, 2004 Networking Roundtable

**Speaker:** Frank DeRaffele, Pro Active Leadership Center

**Place:** Terrace Restaurant

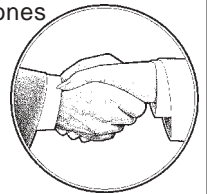
**Sponsors:** In Focus Magazine and Edward Jones

**Time:** 7:15-9:30 a.m.

**Cost:** \$15/members, \$25/non-members (includes continental breakfast)

**Reservations:** 845-255-0243

A repeat of the October roundtable—put your networking skills into practice with 30 new business contacts at a "speed networking" roundtable.



## WEDNESDAY, MARCH 24, 2004 Business Luncheon

**Topic:** New Paltz Plaza Development

**Speaker:** Jim Kempner, Owner

**Place:** Deyo Hall

**Sponsor:** The Poughkeepsie Journal

**Time & Cost:** 12-1:30 p.m. / \$15/person

Proposed development plans for New Paltz Plaza will be discussed by owner Jim Kempner.



## SATURDAY, MARCH 20, 2004 Annual Dinner

**Place:** Wiltwyck Country Club

**Time:** 6:30 p.m.

**Entertainment:** Big Blue Band and Sylvia Markson, Comedy Ventriloquist

**Reservations:** Save the date — invitations will be mailed to all members in February

Enjoy a lovely evening out with your fellow Chamber members. Eat, drink, dance, laugh—have a carefree evening. The **Community Service Award** will be presented to 2004 honoree.



## FRIDAY, MARCH 26, 2004 Business Card Exchange Breakfast

**Place:** New Paltz Regional Chamber Office

**Sponsor:** Main Street Bistro

**Time:** 8-9 a.m.

**Cost:** Free to members

**Reservations:** Call the Chamber office—

845-255-0243. A great networking opportunity to meet other business

owners—don't forget to bring your business cards!



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Website: [www.abbottandmills.com](http://www.abbottandmills.com)  
Category: Fuel Oil/Heating Services

## Absolute Bookkeeping Services, Inc.

P.O. Box 589, Highland, NY 12528  
(845) 691-3544 Fax: (845) 691-4070  
Maira Rainboth  
E-mail: [absolutebookkeeping@verizon.net](mailto:absolutebookkeeping@verizon.net)  
Category: Bookkeeping

## American Red Cross Blood Services

103 Hooker Avenue  
Poughkeepsie, NY 12601  
(845) 471-0202 Fax: (845) 471-3899  
Catherine Dutcavich  
E-mail: [dutcavichc@usa.redcross.org](mailto:dutcavichc@usa.redcross.org)  
Website: [www.nypennregion.org](http://www.nypennregion.org)  
Category: Blood Services

## B&K's Touch of Ireland

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Category: Gift Shops

## Gardiner Grocers

125 Main Street, P.O. Box 283  
Gardiner, NY 12525  
(845) 255-8525 Fax: (845) 255-9131  
Robert Lutz  
E-mail: [rlutz@gardnergroceries.com](mailto:rlutz@gardnergroceries.com)  
Website: [www.gardnergrociers.com](http://www.gardnergrociers.com)  
Category: Grocery/Deli

## Green Cottage

1204 Route 213, High Falls, NY 12440  
(845) 687-4810 Fax: (845) 687-8917  
Dennis Nutley  
E-mail: [greencottagegift@aol.com](mailto:greencottagegift@aol.com)  
Category: Gift Shops

## My Market

140 N. Chestnut Street, P.O. Box 515  
New Paltz, NY 12561  
(845) 255-1025, Said Zadeh  
Category: Grocers

## New Paltz Wine & Spirits

245 Main Street, New Paltz, NY 12561  
(845) 255-8528, Rob Elser  
E-mail: [relser@frontiernet.net](mailto:relser@frontiernet.net)  
Category: Liquor Store

## Pro Active Leadership Center

2582 South Avenue  
Wappinger Falls, NY 12590  
(845) 297-2787 Fax: (845) 297-2788  
Frank J. DeRaffele, Jr.  
E-mail: [frank@proactivelc.com](mailto:frank@proactivelc.com)  
Website: [www.proactivectm.com](http://www.proactivectm.com)  
Category: Consultant/Training Development

## Rowntree Advertising

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(845) 255-9674 Fax: (845) 255-7945  
Caroline Rowntree  
E-mail: [rowntreecaroline@aol.com](mailto:rowntreecaroline@aol.com)  
Category: Advertising/Marketing/  
Graphic Design

## Sam's Club

801 Frank Sottile Blvd., Kingston, NY 12401  
(845) 382-1320, Jim Connor  
Website: [www.samsclub.com](http://www.samsclub.com)  
Category: Grocer/Retail

## The Hustlers Billiard Room

1-3 Henry W. Dubois Road  
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(845) 255-8661  
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## The Olde Clove Restaurant & Catering

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Category: Restaurants

## The Rose Women's Care Service: Community Resource Center

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# Thank You For Renewing Your Membership


*Thank you to those members who paid their dues promptly. If you have already paid your dues but do not see your name on this list, it may not have been received before this newsletter went to press and will appear in the March issue.*

*If you have not already paid your dues, we ask that you send them to us as soon as possible. Thank you!*

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 All About Antiques  
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 Fairweather Consulting  
 First Connections/The Family Guide  
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 Irene Berner Associates  
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## Thank You For Renewing Your Membership—continued

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**Sunday  
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## Thank you!

The following businesses and residents made donations to the Beautification Committee this year:

Carol and Don Roper, Coldwell Banker Currier and Lazier Realtors, Hudson Valley Impressions, Irene Berner Associates, Main Street Bistro, Mrs. Matilda Gibbons in memory of Jack Gibbons, True Value of New Paltz, Inc., and Ulster-Greene ARC.



### Telephone Sales Calls: Know The Facts

*from Verizon Extra, January 2004*

Under the Federal Telephone Consumer Protection Act and the New York State Telemarketing Consumer Fraud and Abuse Prevention Act, those making telephone sales calls to residential customers must identify the individual or business they represent and the purpose of the call. This information must be provided even if an automatic dialer is used. If a customer specifically asks not to be called again, the telemarketer must place that customer on a "do-not-call" list, which the telemarketer is required to maintain. Telemarketers are prohibited from making unsolicited sales calls between the hours of 9 p.m. and 8 a.m.

The Federal government also maintains a national "do-not-call" registry. This replaces New York State's "do-not-call" registry and incorporates all telephone numbers formerly registered with the State. Once a consumer's number appears on the Federal registry, telemarketers have 90 days to remove the number from their call lists or may be subject to substantial fines for calling violations. Certain organizations (such as political groups, not-for-profits and telephone surveys) are exempt from the "do-not-call" registry. Consumers must renew their registration every five years.

To place your number on the Federal "do-not-call" registry, call 1-888-382-1222 or visit [www.ftc.gov/donotcall](http://www.ftc.gov/donotcall).

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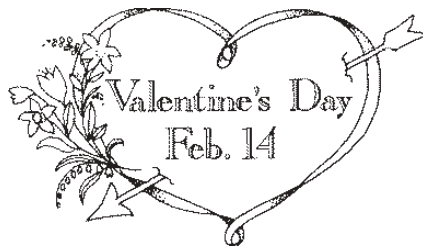
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# Member Update

**T**he Well-Seasoned Nest, located at 300 Wall Street in a vintage bank building in uptown Kingston, is gathering acclaim for its diverse lines of gift items for the home and garden, home decor and tabletop lines, locally crafted furniture, and an expanding array of specialty food product lines—both local and global. Come see this charming and irresistible store. You are invited to a cooking demo and food tasting event on **Saturday, February 7, at 12 noon.** (Chamber members who mention this announcement will receive a 10% discount off their purchases on that day.) For further information, call 845-338-4629.

**A**udrey Leff of **Audrey's Farmhouse B&B** was recently honored at the Woodstock Film Festival for her part in the production of "Shelter Dogs," a documentary on the euthenasia of dogs filmed in Rosendale. It can be viewed on HBO. For times, go to [www.shelterdogs.org](http://www.shelterdogs.org).

**M**ichael Kilmer, long-time manager of **The Bicycle Rack**, is taking over the business from his former employer, Alan Stout. He looks forward to serving the community for as long as Alan did—30 years! For more information, call 845-255-1770.



**N**ew Paltz Wine & Spirits at 245 Main Street in New Paltz (formerly Rt. 299 Liquor Shop) is now under new ownership—Liz and Rob Elser invite you to the first of many wine tastings on **Saturday, February 14th (Valentine's Day), between noon and 3 p.m.** to sample several wines from around the globe, including Italy, France, South Africa, and of course, California. These wines will be discounted during the tasting. Stop in and pick up a bottle for your sweetheart. For more information, call 845-255-8528 or e-mail [NewPaltzWine@aol.com](mailto:NewPaltzWine@aol.com).

**H**arriet Forman Barrett is delighted to announce that the full comprehensive display of her work is now exclusively for sale at **Isabella's Treasures** at 7 North Front Street in downtown New Paltz. Harriet's unique signature jewelry—wearable mini-sculptures (earrings, pins and pendants)—follow a floral and figurative motif that express the movement of the celebration of life. For more information, call 845-255-5100.

**C**andy Bouquet of Kingston is proud to be expanding into the New Paltz area. Candy Bouquets are a delicious alternative to flowers—they are creative theme containers filled with hand-wrapped candies and chocolates from around the world. With Valentine's Day just around the corner, be sure to win someone's heart with a chocolate rose bouquet made from Hershey kisses—they look like real flowers! Visit the store for an eye-opening treat—297 Wall Street in Kingston. Store hours are 10:30-5:30, Monday-Saturday. For further information, call 845-334-8511 or visit [www.candybouquetkingston.com](http://www.candybouquetkingston.com).

**T**he Shawangunk Ridge Free Lecture Series is presenting three free lectures this month at the SUNY New Paltz Lecture Center, Room 100: February 5 at 7 p.m.—Endangered Mammals of the Shawangunks; February 12 at 7 p.m.—Alien Invasion; February 19 at 7 p.m.—Farms for the Ridge. For more information about the lectures, contact Hatti Langsford at Minnewaska State Park Preserve, 845-255-2011.



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# Member Update—continued



**S**uper 8 of Highland held a ribbon-cutting ceremony to celebrate their grand opening. Pictured above is New Paltz Chamber Membership Director Susan Colchamiro, Town of Lloyd Supervisor Robert Shepard, New Paltz Chamber Chairperson Kathy Ferrusi of Hudson Valley Federal Credit Union, Super 8 owner George Banta, Sr. and General Manager Heather Comacho.

## Advice from the Experts at Lighthouse International

In recognition of Low Vision Awareness Month during February, Lighthouse International urges adults to consider going for a low-vision examination. With Americans living significantly longer lives, vision loss, or low vision, from eye conditions such as macular degeneration, glaucoma and diabetic retinopathy has become a huge issue among older people. In the United States alone, 16.5 million persons over age 45 report having vision loss. People are considered to have "low vision" when their eyesight cannot be corrected by ordinary glasses, contact lenses, medication or surgery.

Many adults are conscientious about getting routine annual checkups from their eye care professional. However, if you are still experiencing any of the following problems, the experts at Lighthouse International recommend that a low vision examination may be in order.

### **Because of your vision, you have difficulty:**

- Reading the newspaper or other fine print, even while wearing glasses;
- Seeing traffic signals or highway signs;
- Seeing the curb when walking;
- Adapting to light when entering indoors,
- With glare all the time.

While vision rehabilitation cannot restore lost sight, it can help to maximize any remaining sight, as well as equip individuals with the techniques to maintain an independent lifestyle.

To arrange for a low-vision examination or for more information, contact the Lighthouse by calling its toll-free number at 1-888-222-9320 or via e-mail at [visionrehab@lighthouse.org](mailto:visionrehab@lighthouse.org).



## Art Connects Us

A continuation of the art exchange between New Paltz and sister-city Osa-Cho, Japan, took place on New Year's Eve when this sculpture by Kazuhiko Kanayama was unveiled at Peace Park in the Village of New Paltz.



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# January Luncheon

## It's All About Balancing Risk and Reward

by Debbie Kwiatoski, publisher, *In Focus* and *Coming Home* magazines

If there's one thing that Americans do often—and do well—it's shop 'til we drop, explained Kevin Bannon, The Bank of New York's chief economist.

"Basically, we shop until there's nothing left to shop for," he noted, adding that it's been the saving grace of two straight years of economic growth in an economic "big picture" showing little else to explain the upward trend.

"It's not that the economy showed any significant job growth or that salaries were increasing at any fast pace," said Bannon. Salary increases, he noted, in fact stayed around 2% and the unemployment rate has stubbornly refused to decline very much, even in the face of a generally strong national recovery.

"But interest rates were kept low, and most of us refinanced. And the stimulus tax cuts put a few more hundred dollars a year in our pockets, so we kept on spending," he explained.

At this point, he added, inventories are low enough to convince manufacturers it's time to build them up again and productivity is as high as it can go without hiring more workers. So, Bannon is predicting that the coming year will see gains in both of those sectors. Interest rates are also so low that credit is slowly becoming

easier to get, as lenders find they need to seek out higher rates of return on their capital than the "safer" T-Bills are offering. With credit loosening up, more capital becomes available to fuel more small business investment and consumer spending. These activities contribute to a more optimistic small business community – which keeps the whole ball rolling.

"We're not seeing the job growth we want or need to see yet," said Bannon. "But when small business is optimistic and growing, they hire new people, and the vast majority of job growth has always been in the small business sector. So we do believe that the statistics being collected on new job creation are probably a little 'flaky' at this point; the government is only collecting them for the larger corporations."

While Bannon sees an economy continuing to expand next year, he does not see inflation as being the biggest worry. Rather, he feels that the Fed's biggest concern right now should actually be deflation. The trend, he pointed out, is partly dependent upon how job growth develops in the next few quarters.



The Bank of New York sponsor representatives: Mary Huff, Ross Mazer, luncheon speaker Kevin Bannon, Tony Creanza, Cheri Krusen and John Gambardella

"If jobs don't happen over time, then we're another Japan," said Bannon, noting how a severe deflationary trend has practically run that once-robust economy into the ground. "If everything gets cheaper every month, then you have little reason to buy it now—if you wait, it will go down."

And, if people stop buying, then growth just stops. But, barring a terrorist attack or other nightmare scenario, Bannon forecasts good times ahead for the U.S. economy.

"Generally, we see the economy as continuing to grow and improve," said Bannon, "but probably not as fast or as strong as the past two years."

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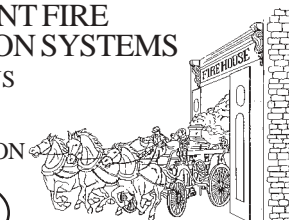
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# Guest Column

## Give Away Your Business

by Suzen Larsen King of Life Transformation Coaching Company

Recently one of my business clients asked me what to do about his customers who were demanding more and more time and attention. Things were getting out of hand. My reply to him was to give away his business. Let me explain.

Many business owners suffer from "scarcity" consciousness—that is, particularly with young businesses, the concern is whether or not there will be enough business. Seldom do entrepreneurs consider what to do if their business does well—so well that they are nearly overwhelmed. Most try to handle it, ramp up, work long hours, and hire extra staff. What results, however, is just the opposite of what the entrepreneur got into business for in the first place. Instead of running his business, now his business is running him! There is nothing wrong with knowing firsthand exactly how each part of your business works, but spending your time in the trenches when you are most needed as the visionary and CEO of your company will drain your business of its lifeblood over time.

When your business is putting out fires, and reacting to demands, it is in a weakened position. Jobs are not done completely. In the rush to move to the next thing, quality suffers, personal relationships deteriorate, the business suffers from disgruntled customers and high employee turnover. The scarcity thinking becomes a self-fulfilling prophecy eventually.

So what to do about this curious dilemma? The first thing is to go through your list of customers. Find the ones that are

the most demanding and take the most of your time. Decide which customers are big enough to warrant the stress they are causing. You should have very few of this type of customer. Next find the ones who are a delight to work with and who keep you going with regular orders. You may also have some who are small now, but who could become better customers with a little encouragement. Weed out the customers who are draining you and begin to nurture the ones who are easy to do business with. The best way to do this is to put policies into effect that limit the problems you have with the difficult clients. Either they will stop being problematic, or they will go elsewhere. Even if you have a temporary slowdown, the weeding out will create the space for good customers and good business practices.

When a business begins, any customer is a good customer. But once you reach critical mass, it's time to begin to sort out your client base. Give the clients you do not want to your competitors and let them become their problem. You can then focus your full attention on giving excellent service to the folks you really want to do business with. Give yourself back the quality breathing room and ability to plan your future. You deserve it!

*Life Transformation Coaching Company partners with entrepreneurs and individuals to create abundance and success. For more information, you may contact Suzen Larsen King at [Suzen@coachSuzen.com](mailto:Suzen@coachSuzen.com) or visit [www.coachSuzen.com](http://www.coachSuzen.com).*



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## Guidelines:

- ❖ Write three or four sentences.
- ❖ Items of general public interest only; no rates, prices, etc.
- ❖ Please remember, this is not a place to advertise your business.
- ❖ Must be received no later than the 15th of each month to meet the deadline for the upcoming issue.

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