

# HYDE PARK CHAMBER of COMMERCE

## WHAT'S INSIDE

President's Message

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## Thank you

Culinary Institute and Rhinebeck Savings Bank for your continued support of the Hyde Park Chamber of Commerce.



### Upcoming October Event Hyde Park Candidate Debate

## Hyde Park Candidate Debate

**OCTOBER 27, 2011**  
**7:00 PM start**



### co-sponsors



COME OUT AND SUPPORT  
**Hyde Park!**

COME OUT AND SUPPORT  
**Your Candidate**

Contact Chamber Office for information

@ (845) 229-8612



### Message from the Chamber President

September is the start of football season. The air becomes cooler, fall changes approach us



and baseball season comes to a close with the playoffs approaching fast. Unfortunately being a Met fan this time of year is a bit painful. BUT we have the start of football and that seems to take the yearly Met fan pain go away. What we also have this time of year is general election time. Candidates are going door to door introducing themselves, explaining their beliefs and platforms. Candidates are busy putting up signs, strategizing with their respective team members, working evenings and weekends, all to be elected or reelected. As business people we also are busy vamping up our businesses for the holiday season, decorating for the holidays. The Hyde Park Chamber of Commerce is urging everyone take time out from your busy schedule and listen to your candidates, Google their names, research them. Become knowledgeable of what they have done in the past, what they propose for the future, what they stand for and how will they help and enhance our business community.

**Continued on page 4**



### Officers & Board

#### OFFICERS

John Coppola - President

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Barbara Herrmann-

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Tina Payeur-Secretary

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Tim Millard

Scott Reynolds

Stuart Davis

Sharon Matyas

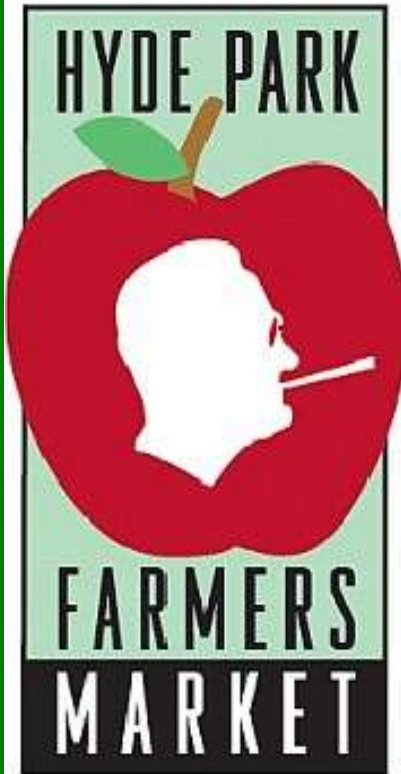
David Meyerson

Dr. Robert Manning

Richard Wambach

Vicky Kampf

Dave Stewart



Now open for the 2011 !

Summer Season  
Saturdays

9 am–2 pm

June – October

At the Town Hall Parking Lot

For Information on  
Becoming a vendor or  
Holding an event

Call 229-9111

*Meet You At the Market!*

## October Breakfast Meeting

Thursday October 20, 2011

7:30-9:00am

### **Pete's Famous**

4315 Albany Post Rd. ,Hyde Park, NY 12538

Speaker: Jody Miller, Mediation Center

Subject: Workplace Conflict Management

Sponsor: Hudson Valley Federal Credit Union



# October / November HAPPENINGS !

- October 1,2  
Town Wide Fall Festival
- October 4  
BNI Meeting @ Coppola's @ 7:00 AM  
Rotary Meeting @ Coppola's @ 7:30 AM
- October 8  
Hyde Park Farmer's Market 9:00AM-2:00PM
- October 11  
BNI Meeting @ Coppola's @ 7:00 AM  
Rotary Meeting @ Coppola's @ 7:30 AM
- October 15  
Hyde Park Farmer's Market 9:00AM-2:00PM
- October 18  
BNI Meeting @ Coppola's @ 7:00 AM  
Rotary Meeting @ Coppola's @ 7:30 AM
- October 20  
Chamber Breakfast @ Pete's Famous @ 7:30 AM
- October 22  
Hyde Park Farmer's Market 9:00AM-2:00PM
- October 25  
BNI Meeting @ Coppola's @ 7:00 AM  
Rotary Meeting @ Coppola's @ 7:30 AM  
Hyde Park Historical Society Meeting @ United Methodist Church @ 7:00 PM
- October 27  
Supervisor Debate @ 7:00 PM @ Coppola's
- October 29  
Hyde Park Farmer's Market 9:00AM-2:00PM
- November 1  
BNI Meeting @ Coppola's @ 7:00 AM  
Rotary Meeting @ Coppola's @ 7:30 AM
- November 8  
BNI Meeting @ Coppola's @ 7:00 AM  
Rotary Meeting @ Coppola's @ 7:30 AM
- November 15  
BNI Meeting @ Coppola's @ 7:00 AM  
Rotary Meeting @ Coppola's @ 7:30 AM
- November 17  
Chamber Breakfast @ Vanderbilt Pavilion @ 7:30 AM
- November 22  
BNI Meeting @ Coppola's @ 7:00 AM  
Rotary Meeting @ Coppola's @ 7:30 AM
- November 29  
BNI Meeting @ Coppola's @ 7:00 AM  
Rotary Meeting @ Coppola's @ 7:30 AM  
Hyde Park Historical Society Meeting @ United Methodist Church @ 7:00 PM

Welcome To  
Our New  
Members!

2 Taste Food  
and Wine bar

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Hyde Park, NY (845)  
233-5647



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Stratum Fund  
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Joseph Rinaldi

Millerton, NY



Newsletter Advertising

All ads you see in this newsletter are a benefit for sponsoring a Chamber Breakfast. It is posted at no cost to the Chamber Member and reaches all of our Chamber members. Why not think about a special time you might want to sponsor an event? Sponsoring an event is an excellent way to reach your local customer base and promote goodwill throughout the membership. Contact the Chamber office for information.



**Continued from page 1**

statement, “To keep our business community informed.” is tops on our list of priorities. On September 22<sup>nd</sup>, The Hyde Park Chamber of Commerce had their first “Meet the Candidates” breakfast. Over 70 business leaders of Hyde Park attended to listen to Aileen Rohr, Democratic candidate for Hyde Park Supervisor and Joseph Kakish, Republican Candidate for Hyde Park Supervisor. Both candidates showed a strong desire and willingness to work with a Bipartisan attitude. They both showed appreciation for our town and wonderful community. They both expressed a willingness to enhance Hyde Park and revive, rejuvenate and embrace our business community. On October 27<sup>th</sup>, 7:00pm at Coppola’s of Hyde Park, the Chamber will host a debate with Aileen Rohr and Joseph Kakish. Everyone is welcome and there is no charge for the event. Mark your calendars and don’t miss “The Debate” with Aileen Rohr and Joseph Kakish.

*John Coppola*

President

P.S.: Don’t miss our ribbon cutting on October 6<sup>th</sup>, 4:00pm. Laurie and her staff at Hyde Park Jewelers. RSVP @ [Hydeparkchamber.org](http://Hydeparkchamber.org) or call Laurie at Hyde Park Jewelers, 229-2021.

Rotary News



On Saturday November 5th, 2011 the Hyde Park Rotary Club will host a wine tasting seminar at Coppola’s in Hyde Park as a PolioPlus fundraiser. Tickets are \$75 per person and include an educational wine tasting seminar and dinner. Sponsorship opportunities are available to help support the Hyde Park Rotary. For more information please email [info@hpnrotary.org](mailto:info@hpnrotary.org) or visit our website at [www.hpnrotary.org](http://www.hpnrotary.org)



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*Serving Communities in the Hudson Valley Region for 37 Years*

### **Humorous Late Excuses**

International Pancake Day

A co worker replied that she was late for work because it was International Pancake Day and IHOP was serving free pancakes

Friends Finale

A co-worker called out because the "Friends" Series Finale was on and we don't have a TV. at work. I had to work her shift.

Missing iPod

A co-worker called out because his iPod was missing, so his alarm clock wouldn't play music in the morning.

## November Breakfast Meeting

November 17, 2011

Location: Vanderbilt Pavilion

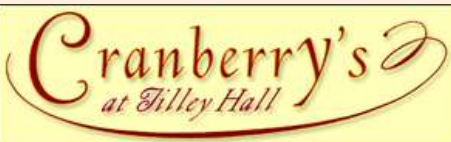
Address: Hyde Park, NY 12538

7:30-9:00am

Catered by Cranberry's at Tilley Hall

Speakers: Sarah Olsen

Sponsor: Roosevelt-Vanderbilt Historic Site





## 2011 COAT DRIVE

Dutchess Outreach along with Guardian Self Storage are collecting coats for the upcoming winter season. Coats will be collected from October 1st to 31st and should be clean and in good condition.

They are collecting winter coats and jackets - children and adult sizes. **Especially children's and men's plus sizes.** We cannot take clothes or light weight jackets, but this year, due to the flooding caused by Hurricane Irene, we will be accepting sweaters or fleece jackets.

There are limited opportunities to have coats cleaned but if coats are in need of cleaning, please call Mary Dynes at (845) 532-6520 as soon as possible. For more information contact Mary (845) 532-6520 or the Dutchess Outreach office at (845) 454-3792.

Coat Giveaway dates and locations will be available soon or call 454-3792 for more information.



P.O. Box 887  
Hyde Park, NY 12538  
(845) 229-70PE



# Hyde Park Splash



Grand Opening Gilbert Farms  
Recreation Center



Ribbon Cutting  
Gilbert Farms Recreation Center



Do you know where this is?



Cars lined up for the Car Show



Winner from the 2nd annual Hyde Park  
Car Show and Street Fair



St. James Church on a  
beautiful Autumn Day



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#### DO YOU HAVE THE AMOUNT OF REFERRAL BUSINESS YOU NEED?

Now, more than ever, business people need to network to stay in business. BNI provides a positive, supportive, and structured environment to exchange quality business referrals. BNI is the largest business networking organization in the world. Since 1985 we have provided our members a structured and time tested way to increase their bottom line profits through a qualified referral process. In 2010, Business Network Int'l passed over 6.5 million referrals in 5500+ chapters with over 135,000 members in 45 countries resulting in more than \$2.8 billion in business! BNI is a business and professional referral organization that allows only one person per business classification to become a member of a chapter. Belonging to BNI is like having a Relationship Marketing, Public Relations and Word-of-Mouth Sales firm working for you. Members learn about each other's businesses and what a good referral is for each other and when they come across someone who needs your product or service they recommend you and make the connection for you. It's as simple as that! It's simple because it's based on the proven concept of "what goes around, comes around." If I help you, you'll help me and we will both benefit as a result. Would you like to increase your business by 20%, 30%, 50% or as much as 100%? You can see results like this! Many have. Some participants have added as many as 50 new clients in the first 2 years!!! BNI meets every Tuesday morning @ 7:00 AM @ Coppola's for breakfast. Please contact Dave Stewart @ 845-240-1235 for more information or visit us as [www.bni.com](http://www.bni.com)

# Build Your Brand with Facebook

By: *Darcie Duttweiler*, [Choosewhat.com](http://Choosewhat.com)

With more than 500 million active users, 50% of which log in every single day, Facebook is much more than a social networking site. It's even more popular than Google! While there's no denying it's important to have your own [website](#), creating a Facebook fan page is incredibly advantageous in reaching out to new customers and building your brand. Choose-What recently sat down with Eric Carvajal, owner of [The Carvajal Group, LLC](#) in Austin, Texas, who has grown his business through the use of Facebook.

"As a real estate professional, I am constantly looking for new ways to network," Carvajal says. "I have been studying Facebook and social media for a while now, and I've even been approached by many business owners about consulting on their social media strategy." There's no denying that Facebook is a site where a lot of people are spending a lot of their time. Incorporating Facebook can be a great boost to your marketing strategy.

## Use Facebook to Meet New People

"Think of Facebook as one big cocktail party," Carvajal explains. "It's your job to interact with the most people." When Carvajal meets people at events, he immediately friends them on Facebook. But it doesn't just stop there. He interacts with them; he invites them out for coffee; he follows up with them. It's not enough just to friend people on Facebook and hope they become a customer eventually. You have to work at it. "It helps them remember what I look like, know a little bit about me, and become familiar with what I do. It's a great way to keep in touch."

## Build Relationships—Don't Plug Your Business

After you've friended someone on Facebook, it's best not to bombard them with a ton of self promotion. Carvajal strongly advises against this strategy. "It doesn't work to just plug your business," he says. "People *will* defriend you."

## Be Interesting

Instead of just posting about what your business is doing, Carvajal suggests that you simply be interesting. "What has *your* attention?" he asks. "Engage people with what you find interesting. People connect with what captivates them." While Carvajal does discuss his business on his personal and professional Facebook pages, he doesn't stop there. He posts things he finds appealing himself. He suggests posting: Photos, Quotes, Poll questions, Jokes, Links to articles, Videos, "Stupid, random" things What do you click on? Follow that same concept.

**Continued on next page**

## Build Your Brand with Facebook Cont.

### Be Interested

But once you've posted something, you have to be interested in what people are saying too. You can't make your interaction one-sided. You are on social networking sites in order to build relationships, and you can't do that if you're not making the effort. If someone comments on your posts, respond to him/her. Better yet, "Like" or comment on someone else's posts. "The more you interact, the more times you'll show up in people's newsfeeds—it puts you out there," Carvajal says. Plus, he adds that you can get introduced to new people by simply posting intelligent things on other users' walls. It can help build your network by simply being interested in what others have to say.

### Use Community and Fan Pages to Build Brand Recognition

Carvajal suggests having a personal and a professional Facebook page. "It's a big mistake to not be on Facebook personally. People will know and like you and move onto your business page." While he says having a business page is important, he says you can also build your network by having similar community pages that inadvertently apply to your company. For instance, one of his realtors created a community page devoted to dwellers of a certain condo complex in Austin and posts deals and events to her fans. She's able to build a relationship with her followers without directly selling anything to them. "These pages have nothing to do (officially) with the Carvajal Group, but they have *everything* to do with the Carvajal Group," he explains. "You can use these other community pages and channels to narrow down your demographic and direct them to your business." Armed with Carvajal's tips, you can now master your business' social networking presence! And while you're out conquering Facebook, don't forget to visit the [ChooseWhat fan page!](#)

### Famous Funny Quotes

[On Clint Eastwood running for Mayor] What makes him think a middle-aged actor, who's played with a chimp, could have a future in politics?

Ronald Reagan

Put your hand on a hot stove for a minute, and it seems like an hour. Sit with a pretty girl for an hour, and it seems like a minute. THAT'S relativity.

Albert Einstein

My father taught me to work; he did not teach me to love it.

Abraham Lincoln

# MANY THANKS !

To Colleen Crookshank of the Rhinebeck Chamber of Commerce for putting on such a lovely joint Chamber mixer at Norrie Point.

To all of the Sponsors, Board Members, Chamber Members, and Hyde Park Police Officers; to Debbie Lyvers and Dave Meyerson who together made the Hyde Park Chamber of Commerce Car Show and Street Fair such a success.



## Interesting Business Facts

Warner Chappel Music owns the copyright to the song 'Happy Birthday'. They make over \$1 million in royalties every year from the commercial use of the song.

Oil tycoon, John D. Rockefeller, was the world's first billionaire

7-11 sells 10,000 pots of coffee an hour, every hour, every day

80% of Publishers' Clearing House \$10 million winners did not purchase any magazine subscriptions!

Henry Ford, father of the Automobile, is also father of the charcoal briquette

# How To: Set Up Business Email Accounts

By: Jen Udan | ChooseWhat.com

Setting up a business email account is a necessary step in improving communication with customers, clients and business contacts.

Business email accounts let you set up a professional and personalized email address, such as john.doe@choosewhat.com, to give out to your contacts. There are a couple of different types of solutions for setting up a business email account that you will want to consider. Read on for details on how to select the right service to host your email and set up your business email accounts.

### Step by Step Instructions

- 1. Make sure you've done the following before setting up your business email account.**

[Name Your Business](#)

[Register Your Domain](#)

- 2. Choose between a web-based email client and an email account via your web hosting service.**

**Email via Hosting Service:** Setting up your email through your web hosting provider is significantly cheaper than going with a web-based service because email hosting is usually included with your monthly or annual hosting plan and doesn't cost extra. If you want to set up your email account with your hosting provider, simply contact them for specific instructions. (Popular website building/hosting services: [GoDaddy](#), [1&1](#), [Yola](#)).

**Web-based Email (like Google Apps or Yahoo! Mail):** Web-based email services, like Gmail or Yahoo! Mail, tend to cost more than setting up your email with your hosting provider. However, these services also offer extra features, such as calendars and document storage, and easily integrate with other web applications. If you've decided you want to set up a web-based business email account, move to Step 3.

- 3. Sign up for Google Apps or Yahoo! Business Email.**



(845) 229-7353



(845) 229-0330



## **7 Pitfalls to Avoid When Raising Startup Capital**

### 1. Putting the Cart Before the Horse

It's easy to have a great idea and race towards raising capital, but without a solid business plan and some research into what investors are looking for, you'll often fail to get the capital you need. Think of your quest for capital as a horse race: the fastest horse out of the gate doesn't necessarily win the race. Often, the win rests on the skill of the jockey (or business owner) and the ability of the horse to outlast competitors that tire out quickly. To beat competitors vying for seed money, you need a surefooted business plan with key investment points, market analysis, financial projections and proposals. As your business plan is the primary motivator for investors, you'd be wise to spend as much time as possible ironing out the kinks before you ask for the cash.

### 2. Fudging the Finances

You can have the most brilliant business idea, but if you don't understand financials and can't convey your understanding in detail, then you won't get what you want out of investors. If you aren't financially savvy or if you simply want a second opinion, find someone to advise you on the finances. You can consult friends or family members with the right background or choose to hire a professional, but either way it's time or money well spent.

### 3. Running an Army of One

Startups typically begin with one or two bright-eyed entrepreneurs. But, before you can convince investors of potential success, you need to secure a management team that can earn the revenue that will get you off the ground and handle the cash flow responsibly. One solution, is to hire the right people as part-timers, contractors or consultants until you have the means to transition them into full-time employees.

### 4. Failing to Match Up Interests

To increase your chances of securing capital, you need to research and identify your target investors and match up interests. Obviously, you're going to have vastly different experiences with friends and family members than with venture capitalists or angel investors. Whichever route you take, make sure you thoroughly understand the needs and interests of investors before making your pitch. Also, be wary of having too many investors who may have conflicting interests.

### 5. Staying in Your Comfort Zone

Tapping friends, family and colleagues in your local area for capital is a good first step, but chances are there is a limit to how much you can raise in your area, especially if you're in a small town. Be willing to expand your search and travel to investors in different locations who could substantially increase your capital.

### 6. Losing Momentum in the Paperwork

Having the proper subscription documents ready for investors can be very important when you meet with investors. Lost time can mean investors could lose interest and fail to act. To avoid losing investors, have somebody on your end follow through on getting the paperwork ready and signed in a timely manner.

### 7. Writing-Off Your Appearance

You may not like to think so, but dressing the part can be to your benefit. If you're meeting fellow Internet guys, you don't have to show up in a coat and tie, but if you're going to a big financial institution, then you'll probably want to dress more professionally. Again, it's about conveying that you understand who your investors are and what they require. But, on the flip side, you should stay true to your own company culture and view-



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