



HYDE PARK CHAMBER of COMMERCE

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Thank you

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



Upcoming Event Business of the year gala

Business of the Year Gala 2011

MAY 12, 2011



St. Andrew's Cafe
1946 Campus Drive
Hyde Park, NY 12538

6:00 PM

**Congratulation
Anderson Center for Autism.
2011 Business of the Year
Recipient**

Visit our website information at

www.hydeparkchamber.org

Message from the Chamber President

Hello everyone. Newly elect Governor Cuomo is creating quite a stir with his proposed budget. In fact the stir is creating such large waves, possibly causing a Tsunami in the Hudson River.



One thing for sure, our new governor is getting involved with all aspects of New York State Government. We should all follow the Governor's examples. Don't just sit back and discuss what is happening with Hyde Park. But rather get involved and make a difference. We have many groups in Hyde Park that are looking for help and volunteers. Choose one and make a difference. The Hyde Park Chamber of Commerce, Hyde Park Visual Environment, Hyde Park Lions, and Hyde Park Rotary are just a few. You can make a difference. Get involved. Go to Town Board meetings or Planning Board meetings. Find out what is happening in Town and be a part of it. Go to the HydeParkChamber.org website and see all that is happening in town. Go to our interactive calendar and tell others what is happening with your company. Also come to our Chamber breakfasts and become more involved with your fellow Chamber members. Volunteer to help with one of our many committees and upcoming events. Chamber members, now is the time to get involved and make a difference. Call our office or contact us via email for information and how you can make a difference. Support Local businesses. Easter is coming and when buying pastries for that special day visit Cranberries, or when you need a special out of the ordinary gift go to S&S appliances, (they have many hobbies gifts and sports memorabilia, when shopping for flowers for Easter Sunday remember, Green Oak Florist or Hyde Park Florist, Need a card or any type of gadget go to Molloy's Pharmacy (our next best thing to a department store), also go to Awesome Specialty Foods for a different gift idea, don't forget about Williams Lumber for all your spring time home improvement projects. Remember you can make a difference in Hyde Park. "Shop Local, Think Local, Make your Mark, in Hyde Park"

John Coppola

President Hyde Park Chamber of Commerce



Officers & Board

OFFICERS

John Coppola - President

Dot Chenevert, A.I.F.D.-
1st Vice President

Barbara Herrmann-
Treasurer

Tina Payeur-Secretary

BOARD MEMBERS

Robert Delarm

Tim Millard

John Paxton

Stuart Davis

Sharon Matyas

David Meyerson

Dr. Robert Manning

Richard Wambach

Vicky Kampf

Dave Stewart



Coming soon !!

2011 spring opening

April Breakfast Meeting

April 28, 2011

Monthly Chamber Breakfast Meeting

Location- Anderson Center for Autism
4885 Route 9, Staatsburg, New York 12580.

Time 7:30am

Guest speaker will be Christy and Marcus Molinaro.

Topic will be: Autism Awareness Month.

This will be a Red Hook, Rhinebeck and Hyde Park Chamber Breakfast

Space will be limited so reservation are necessary

Catered by:



APRIL/MAY HAPPENINGS !

APRIL 5

BNI Meeting @ Coppola's @ 7:00 AM
 Rotary Meeting @ Coppola's @ 7:30 AM

APRIL 7

Ribbon Cutting @ the Hyde Park Brewing Company
 Lecture on "The Slave Connection" @ St. James Church Chapel @ 7:00 PM

APRIL 12

BNI Meeting @ Coppola's @ 7:00 AM
 Rotary Meeting @ Coppola's @ 7:30 AM

APRIL 19

BNI Meeting @ Coppola's @ 7:00 AM
 Rotary Meeting @ Coppola's @ 7:30 AM

APRIL 26

BNI Meeting @ Coppola's @ 7:00 AM
 Rotary Meeting @ Coppola's @ 7:30 AM
 Hyde Park Historical Society Meeting @ The Hyde Park Methodist Church @ 7:00PM

APRIL 28

Chamber Breakfast @ Anderson Center for Autism @ 7:30 AM

MAY 1

"Eleanor Roosevelt Knit-In" @ The Wallace Center @ FDR Home & Library @ 1:00 PM

MAY 3

BNI Meeting @ Coppola's @ 7:00 AM
 Rotary Meeting @ Coppola's @ 7:30 AM

MAY 10

BNI Meeting @ Coppola's @ 7:00 AM
 Rotary Meeting @ Coppola's @ 7:30 AM

MAY 14

Annual Cultural Festival at the Anderson Center for Autism

MAY 12

Chamber Annual Business of the Year Gala @ CIA St, Andrew's Café @ 6:00 PM

MAY 17

BNI Meeting @ Coppola's @ 7:00 AM
 Rotary Meeting @ Coppola's @ 7:30 AM

MAY 23

BNI Meeting @ Coppola's @ 7:00 AM
 Rotary Meeting @ Coppola's @ 7:30 AM

MAY 26

Chamber Breakfast @ Coppola's @ 7:30 AM

MAY 31

BNI Meeting @ Coppola's @ 7:00 AM
 Rotary Meeting @ Coppola's @ 7:30 AM
 Hyde Park Historical Society Meeting @ The Hyde Park Methodist Church @ 7:00PM

**Welcome To
 Our New
 Members!**

Mark-It Place

Consignment Store.
 4285 Albany Post Rd.,
 Hyde Park, N.Y.

Thai House RESTAURANT

728 Violet Avenue
 Hyde Park, NY 12538

PAYCHEX

300 Westage Bus. Center
 suite 130
 Fishkill, NY 12524



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.



Hyde Park Visual Environment Committee Beautification Awards

Honors went to 31 individuals, businesses and institutions, for contributing to the visual enhancement of the town, at the HPVEC's biennial Beautification Awards ceremony in January.

Awards in the business category went to Angela and Richard Barone for the Hyde Park Brewing Company Restaurant & Brewery, John and Luigi Coppola for Coppola's Italian American Bistro, Colleen and Brad Palmiter for Palmiter Benefits Group, David and Kelly Redl-Hardisty for the Mark-It Place building and to the Gopum Corp. for the Heller-Patel building on Route 9G. Residential winners were Gerianne Busati, Edward Francabandiero, Imperati Farm and Kathleen O'Leary. Acknowledged for Improvements in the Stone Walls category were Don Buso, Vincent Dosio, Sarah and Jonathan Maeder and the National Park Service for the Crumb Elbow Creek Bridge. Certificates for landscaping improvements went to Vincent Arata, Joan and Ray Barnum and the Frank SanFelice Family. Honored in the Signage category were Fitzgerald and Rhynders Funeral Home, Hyde Park School District, Hyde Park Estates, Teller Hill Organization Sign, and the Hyde Park Rotary for the Northern Welcome sign on 9G. Institutions receiving awards were the Haviland Middle School, Renaissance Manor, Stone Ledge Senior Apartments, Hyde Park Highway Department, and the Hyde Park Recreation Department for Riverfront Park, In the "Going Green" category, awards went to Rebecca and Bruce Bent, Hyde Park Conservation Advisory Council, Onno Poppinga, and Williams Lumber & Hardware.

HPVEC thanks the National Park Service for assisting with our ceremony at the FDR site's Wallace Center, Monica Relyea, Troy Franke and Hillary vanNorstrand, our Beautification co-Chairs, Kate Hinz-Shaffer for creating our beautiful certificates and Susan Pretak for organizing refreshments for the reception. We are grateful to Michael Dupree and Anne Dexter for the Power-Point Presentation, Carol Lally Metz for poster design and publicity, Marianne Grace for "welcoming work", Minuteman Press and Barbara & Herb Sweet for filming to air on Channel 22.

Rotary Meetings

The Hyde Park Rotary meets Tuesday mornings at 7:30 in Hyde Park at Coppola's Restaurant. For more information and a list of upcoming events please visit our website at www.hpnyrotary.org or call contact Randy Soden at (845) 876-5132 option 3.





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Serving Communities in the Hudson Valley Region for 37 Years

May Breakfast Meeting

May 26, 2011

Monthly Chamber Breakfast Meeting

Location : Coppola's Italian American Bistro

4167 Albany Post Road
Hyde Park, New York 12538

Time 7:30am-9:00am

Guest Speaker: Assemblyman Joel Miller.



Interesting Bits of Historical Trivia

As incredible as it sounds, men and women took baths only twice a year (May and October) Women kept their hair covered, while men shaved their heads (because of lice and bugs) and wore wigs. Wealthy men could afford good wigs made from wool. They couldn't wash the wigs, so to clean them they would carve out a loaf of bread, put the wig in the shell, and bake it for 30 minutes. The heat would make the wig big and fluffy, hence the term 'big wig.' Today we often use the term 'here comes the Big Wig' because someone appears to be or is powerful and wealthy.



PLANNING BOARD UPDATE

One thing perhaps all Hyde Park residents can agree on is that we suffer annoying traffic congestion in peak morning and afternoon hours up and down Albany Post Road. However, two projects before the Planning Board are giving us the opportunity to help alleviate frustrating snarls and delays.

As many know, a 138 room hotel has been proposed on property owned by the Culinary Institute. FAHS Construction who will own the hotel (it will be operated by Hyatt) originally requested an entry on Route 9. Both Board members and NYSDOT objected for safety reasons and FAHS responded with a proposal that would essentially extend St. Andrews Road to the west, before turning south and leading to the hotel.

The Department of Transportation has agreed, unusually, to fund a portion of the intersection improvements, recognizing that the new plan will improve traffic flow. The Board hopes to have completed assessing possible adverse impacts within weeks and consider approval after a public hearing.


Another project that has received positive comments from the Board is the proposed relocation of Dunkin Donuts from Route 9 at Crumwold Place to the former Colonial Plaza. Not only has it been gratifying to see the Chen family demolish the eyesore the plaza had become, but the new site offers far more room for customer queuing. In addition, the Chens and local architects Al Mauri & Associates have proposed a lovely building that, with its New England residential style, will significantly enhance this important entry to our community.

One other high-profile intersection scheduled for major improvements is at Pinewoods and Route 9. Though the Planning Board is not directly involved, some members are assisting the Town Board, Town Engineer and local Traffic Engineer William Fitzpatrick in working to secure the funding from (again) the Department of Transportation. The latter have pledged up to \$150,000 for a new signal, realigned and newly marked pedestrian crosswalks, and improvements to the corner angles to permit easier vehicle turns. There is also approximately \$30,000 in the **Highway Department's budget, from a multi-modal grant**, that may be tapped for a sidewalk that would connect Route 9 to the entry to Pinewoods Park. And the Hyde Park Visual Environment Committee has offered to install a stone wall or decorative bollards on the south side of Pinewoods, and possibly, large planters along Route 9 in the **intersection's vicinity**.

Since many regard it as the commercial center of town, a more functional and better looking intersection will benefit everyone from residents to visitors and business owners.


Please contact your Town Board representative if you have any questions or want to offer vocal support. And consider attending a Planning Board public hearing to do the same. Anyone can sign up to receive Planning Board **agendas in advance at the town's website** www.hydeparkny.us. We are also televised on Channel 22, the first and third Wednesdays of each month at 7:00 pm.

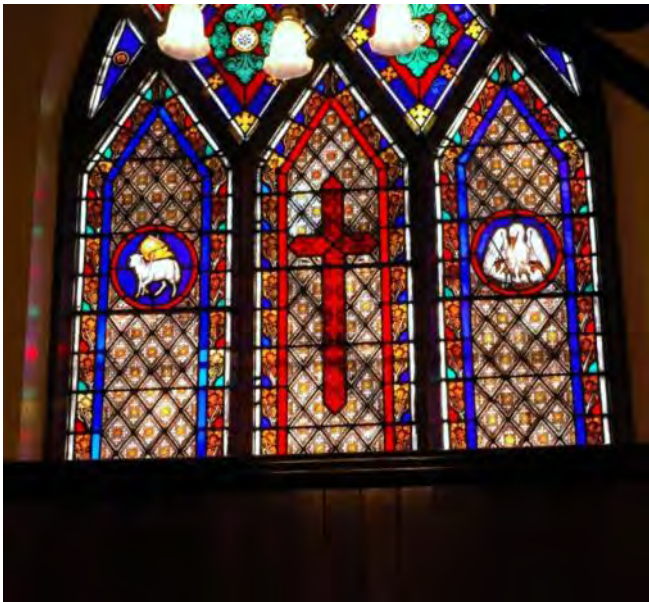
~Michael Dupree



Bridge Builders
Community Church

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





Stained Glass at St. James Church
photo courtesy of Ralph Herman



Roger Larson Owner-Cranberry's February Breakfast Caterer
photo courtesy of Ralph Herman

Roberts Rules of Entrepreneurship

By Flori Roberts

1. Find a need—be ahead of your time.

Find a niche where the Giants won't bother to go.

2. Identify your market and learn all about it.

You have to know everything about your business at the start.

3. Prepare a business plan...yes you have to.

No bank will take you seriously without a plan for profits.

4. Have adequate financing to start and to stay.

Success does not happen overnight, so be sure you're financially fit.

5. Pay for the best professional advice.

Lawyers, accountants, insurers do work on an as needed, fee basis.

6. Keep your overhead low and your standards high.

Work from home or at a low cost, convenient location.

7. Establish a clearly defined distribution network.

Whatever your product or service, how will you present and sell it?

8. Be creative—your new idea does count.

Depend on marketing strategies rather than costly advertising to grow.

9. Seek and hire the most qualified people.

From the first employee, look for someone who knows more than you.

10. Know your competition and work to win.

Be persistent, focused and flexible...anything can happen.

11. Learn from the success and failure of others.

Read, watch trends, and observe what is "hot" in your industry.

12. Use technology as a tool for building your business.

From computers to telecommunications to the Web-use them all.

13. Don't be sensitive and don't take it personally.

Be prepared for rejection, but never give up your dream.

14. Never underestimate the power of passion.

You will need to take risks and believe when no one else does.

Flori Roberts is creative advisor to The Roberts Group, a cosmetics sales and marketing company. Roberts co-founded Flori Roberts Cosmetics and Dermablend Corrective Cosmetics. As an entrepreneur, she launched and grew two businesses to multi-million dollar proportions.

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Holiday Lights Costs

Dave Stewart of DS Electric took it upon himself to analyze the cost of running Holiday lights. Many of us were concerned with the costs. At today's electric price of .09311/kilowatt hour the cost of running 10 strands of 100 bulbs per strand totaling 1,000 bulbs would cost \$.38 per hour to run. The assumed number of lights were based on a standard installation. If the lights are on for 60 days for an average of 12 hours a day, assuming they're on as long as it's dark, that would cost each business \$16.80 for the season. "I'm not sure the intentions of how long people will want them to be left on, but figured it would be nice to have some numbers when talking with people who may be concerned with cost." says Dave Stewart.

Thanks Dave for the information. Maybe next year we can light up the entire town of Hyde Park!!!

Business Branding Basic

Your business "brand" is important—it impacts how customers perceive your company and your reputation in your industry. Strong brands are associated with quality products—a customer knows what they're getting because of the name associated with a particular product or service. Taking steps to ensure your brand is well-recognized and perceived positively is key when beginning your business.

What is a brand?

A "brand" is the collection of images or ideas that identify your business. A brand isn't just a name, logo or trademark—it's also the way your brand is perceived. For example, if you own a bike store, you can choose to associate with extreme sports (BMX racing) popular figures (Lance Armstrong) or even a certain community (weekend mountain bikers). Who you identify with matters in the long run—it's tough to transition to new markets when you have an established reputation that new customers might not identify with.

Brand Elements

There are many different elements that can be associated with a business brand:

Name and Web site Domain: Make sure you choose a name strategically, with your target market in mind. Your domain should be your business name (for example, www.drmitchellcosmeticdentistry.com) or, if that isn't available, something that's frequently searched (www.delmardentist.com). Try to avoid a domain name that's too complicated or contains alternate spellings or wordings of your brand or slogan—this can confuse customers and make your business hard to identify.

Slogan: The best slogans are simple and catchy—and short. Your slogan can be a quote from a customer, something interesting about your product or even describe an award or honor you've received. Make sure your slogan stands out and isn't easily confused with other business tag lines.

Business Logo: Memorable logos (think the Nike swoosh) stand out in customers' minds. You can hire a design firm to craft a logo or come up with one yourself.

Image: Image is arguably the toughest element of branding. Look to your target customers—what do they want, what do they identify with? Your image should project your business accurately to the people that will be buying your products.

Getting help

One of the best things you can do to build your brand is to hire a professional Web developer to work on your Web site. An online presence is key to building a brand—many times, your Web site will be the first interaction customers have with your business. Make sure the site is easy to understand and navigate and clearly shows your business name, logo or slogan.

Building your brand should be an evolving process. Make sure your reputation is protected by controlling your brand identity at all stages.

[Resource Nation](#) provides online and offline resources for entrepreneurs and small businesses. From how to information about [online marketing](#) to [Web de-](#)

Starting a New Life as an Entrepreneur? Incorporating May Be Right for You

In its recent study, *The Entrepreneur Next Door*, the Kauffman Foundation indicates that entrepreneurship is as widespread in the United States as getting married or having a baby. More than 10 million U.S. adults are actively engaged in creating businesses, often with a friend or colleague. With lay-offs and corporate downsizing filling the news, no wonder sources as mainstream as USA Today and MSN are recommending entrepreneurship as the new corporate lifestyle. Laid-off and downsized workers are "making lemonade." Instead of sending resumes, they are investing in themselves by starting businesses or purchasing franchises. Gladys Edmunds, USA Today, says it best—when you leave your job, you take with you the skills and talents that you own—plus the experience you got during employment. Many choose to become consultants or independent contractors in familiar industries. Others take transferable skills like salesmanship or project management and apply them to new ventures. Some use their newfound freedom to turn a hobby into a profit center.

Whichever entrepreneurial direction you choose, select a business structure that works for you and your family. Many businesses start as sole proprietorships or partnerships. However, these structures have unlimited personal liability for company debts. As a result, many business owners opt to incorporate or form a limited liability company (LLC) to protect their families and financial interests. Businesses may change structure at any time. Here are the most critical items to consider when selecting—or re-selecting—your business structure.

1. Protection of personal assets—Sole proprietors and partners have unlimited personal liability for business debt or law suits against their company. Creditors can attach homes, cars, savings or other personal assets. Incorporating or forming an LLC helps separate your personal identity from your business identity. Corporation shareholders or LLC members have only the money they put into the company to lose.
2. Pass-Through Taxation—For sole proprietors and partners, company profits/losses pass directly through to their personal tax returns. For corporations, profits are taxed, then the profits that are distributed to shareholders as dividends are taxed again on the personal level. **This "double taxation" can be avoided while still enjoying the benefits of personal asset protection by forming an LLC or by electing an S Corporation.** S Corporations and LLCs can be taxed just like partnerships.
3. Uninterrupted business—Sole proprietorships and partnerships may automatically end or become legally entangled when one owner dies or retires. Corporations and LLCs are enduring legal business structures. They may continue regardless of individual officers, managers or shareholders. Corporation ownership may be transferred, without substantially disrupting operations, through sale of stock.
4. Access to Capital—Sole proprietorships and partnerships may find investors hard to attract because of personal liability. Investors are more likely to purchase shares in a corporation where they can separate personal and business assets.
5. Credibility with vendors and customers—Adding "Inc." or "LLC" to your company name helps your business seem larger and more established!

**COMING IN
JUNE !!!!**

**SPEED
NETWORKING**

On June 23rd at the Eveready Diner, The Hyde Park Chamber will be having a speed networking workshop during the monthly breakfast meeting at 7:30AM. All businesses members and non members are welcome.

Try a new fun way to network with other businesses while enjoying a delicious breakfast amongst fellow business owners and neighbors.



Innerlight Health Spa Receives Award

Congratulation Ann Marie Shirley and Innerlight Health Spa for being chosen as a recipient of the "40 under 40 Award". The award is given to "up and coming" business people in the business community under 40 years of age. Anne-marie prides herself of finding the proper care needed to achieve wellness goals. Whether recovering from an injury or planning a preventative maintenance regimen. Congratulation Ann Marie, You deserve it and best of luck from the Hyde Park Chamber of Commerce.



"An Evening of Wines" **FOR POLIO PLUS**

The Hyde Park Rotary Club will be having a Wine Tasting Seminar in order to raise \$ 4,000.00 for worldwide Polio eradication. The Wine Tasting will take place on Friday June 17th @ 5:00 PM at Coppola's of Hyde Park. Rick Schoffield of the Culinary Institute of America will be conducting the wine seminar and tasting. Price per person is \$ 60.00 and tables of 8 are available for corporate sponsorship. Anyone interested please contact Randy Soden at (845) 876-5132 option 3.



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HYDE PARK CHAMBER of COMMERCE

300 Club Raffle

\$ 3000.00

in prize money to be given away!

\$ 20.00 per ticket (includes a picnic @ Hacket Hill Park)

The Hyde Park Chamber of Commerce will be selling 300 tickets **ONLY**. For each \$20.00 a ticket, you will receive a chance to win the raffle and 1 free picnic at Hackett Hill Park on East Park Road in Hyde Park on Sunday, June 12, 2011 @

THE DRAWING

ALL 300 TICKETS WILL BE PLACED IN THE DRUM

1. THE FIRST TICKET DRAWN WILL BE THE GRAND PRIZE WINNER OF \$1000.00 (This ticket will be placed in an envelope and not disclosed until the end of the drawing to keep everyone in suspense)
2. Every 20th ticket drawn will win \$20.00
3. The 50th, 150th and 250th ticket drawn will each win \$50.00
4. The 100th and 200th ticket drawn will each win \$100.00
5. The 298th ticket drawn will win \$300.00
6. The 299th ticket drawn will win \$400.00
7. The 300th ticket drawn will win \$500.00
8. 2nd CHANCE WINNER- There will be 5 consolation drawings for 11 losing tickets. Prizes for these will be \$70.00, \$50.00, \$30.00, and \$20.00

**Thank you for supporting the
Hyde Park Chamber of Commerce!**

NOTE: In the event that we do not sell at least 200 tickets, the prize money will be adjusted accordingly. (at least 50% of the prize money will be awarded). In the event that all 300 tickets are sold the \$300.00, \$400.00, and \$500.00 prizes will be the last 3 tickets picked respectively

Pick up tickets @ The Chamber of Commerce Office or Coppola's of Hyde Park

Our Event Sponsors



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