



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 Commerce.



Upcoming August Event Hudson Valley Bike Run

Hudson Valley Bike Run

AUGUST 17, 18, 2011

**Visitors will be camping
@ REGINIA COELI SCHOOL**



LET'S MAKE THEM FEEL
WELCOME !!

Think of promotions
FOR OUR HYDE PARK VISITORS

WE CAN EXPECT
100 Bicyclists

Contact Chamber Office for information
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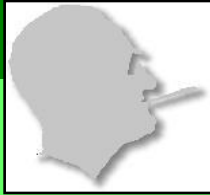
Message from the Chamber President

Election season is quickly approaching. People in other countries walk miles and risk their lives to make sure their solitary voice is heard through their vote. Americans have this right to vote and forget it is a privilege assuming their sole voice means little. But add up all those solitary voices, and now you have the ability to make change. Arm chair quarterbacks don't cut it anymore. You are either part of the solution or part of the problem.



I suggest you know who you are voting for and why. Google their names, research their accomplishments and become educated about your local candidates. Ask the tough questions: Are you happy with Hyde Park

Continued on page 4



Officers & Board

OFFICERS

John Coppola - President

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

Barbara Herrmann-
Treasurer

Tina Payeur-Secretary

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Tim Millard

John Paxton

Stuart Davis

Sharon Matyas

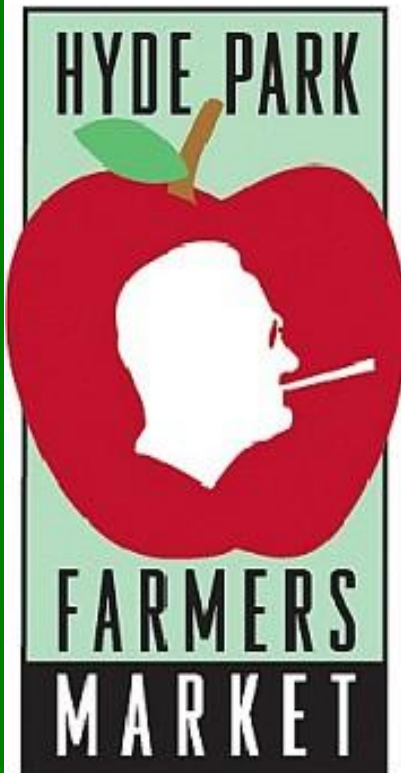
David Meyerson

Dr. Robert Manning

Richard Wambach

Vicky Kampf

Dave Stewart



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**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

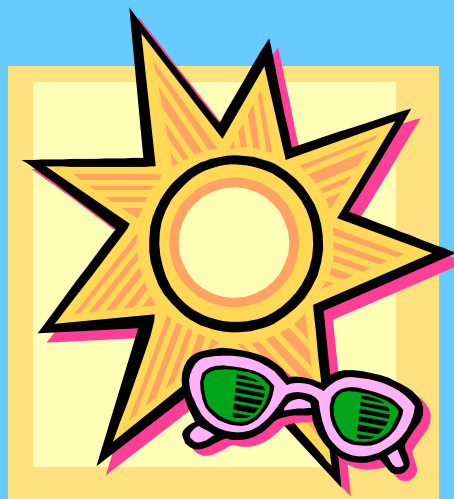
Call 229-9111

Meet You At the Market!

August Breakfast Meeting

No Breakfast Meeting Scheduled for August.

Happy Vacation !!



AUGUST/SEPTEMBER HAPPENINGS !

AUGUST 2

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

AUGUST 6

Hyde Park Farmer's Market 9:00AM-2:00PM

AUGUST 9

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

AUGUST 13

Hyde Park Farmer's Market 9:00AM-2:00PM

AUGUST 16

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

AUGUST 17, 18

Hudson Valley Bike Run in Town

AUGUST 20

Hyde Park Farmer's Market 9:00AM-2:00PM

AUGUST 23

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

AUGUST 23-28

Dutchess County Fair

AUGUST 27

Hyde Park Farmer's Market 9:00AM-2:00PM

AUGUST 30

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

SEPTEMBER 3

Hyde Park Farmer's Market 9:00AM-2:00PM

SEPTEMBER 6

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

SEPTEMBER 10

Hyde Park Farmer's Market 9:00AM-2:00PM

SEPTEMBER 13

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

SEPTEMBER 17

Hyde Park Farmer's Market 9:00AM-2:00PM

SEPTEMBER 20

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

SEPTEMBER 22

Chamber Breakfast @ Coppola's @ 7:30 AM. *"Meet the Candidates!"*

SEPTEMBER 14

Hyde Park Farmer's Market 9:00AM-2:00PM

SEPTEMBER 27

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

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Our New
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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

today and direction it is going in the future? What elected officials are committed to attracting new business? What elected officials are dedicated to making Hyde Park a business friendly town? The Hyde Park Chamber of Commerce is dedicated to helping and supporting our business community and will be holding a "Meet the Candidates" breakfast on September 22, 7:30am at Coppola's of Hyde Park. Reservations are strongly suggested.

Your Chamber of Commerce is deeply community oriented in a variety of ways including: monthly networking breakfasts, local beautification projects, Tourism in our own Backyard, The Farmers Market, The Hyde Park Chamber of Commerce Classic Car Show, the Business of the Year, annual scholarships to local high school graduates as well as an award for a graduate of Anderson Center for Autism, the town-wide tag sale, ribbon cuttings, newsletters, an interactive website and now "Meet the Candidates" and so much more. If you are not a member of the Hyde Park Chamber of Commerce consider becoming involved.

John Coppola

President Hyde Park Chamber of Commerce

Rotary News

On Sunday, August 14, 2011, the Hyde Park Rotary Club will host its Second Annual Horse-shoe Tournament at Hackett Hill Park. The tournament will start at 11 am and registration is \$40 per 2 person team. Sponsorship opportunities are available to help support the Hyde Park Rotary. Please email info@hpnyrotary.org for more information or visit the website at www.hpnyrotary.org





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Serving Communities in the Hudson Valley Region for 37 Years

**Tri-Chamber
Breakfast
Photos**



September Breakfast Meeting

September 22, 2011



Meet the Candidates!

Location- Coppola's of Hyde Park
Route 9, Hyde Park, New York 12538

Time 7:30am

Town Supervisor Candidates will present their platforms.

Reservations are necessary due to limited space.

5 Ways to Win on Price

1. Focus on Value Value = Benefit/Price. Rather than focus on the actual price point like most businesses do, expand the pie. Focus on emphasizing the benefits of your product or service and ultimately demonstrate the value you'll be creating for your customer.

2. Connect the Dots to Dollars and Cents Value isn't a fuzzy thing – it's measured in dollars and cents. Each feature you provide ought to either increase revenue or decrease costs for your customer. So rattling off a list of features your product or service offers isn't going to resonate with your prospect. Instead, you need to connect the dots between features, benefits and value in dollars and cents. For example, if a feature you offer is complementary logo design services, the benefit to your customer is that they will save six hours of time instead of doing it themselves, which might be worth 6 hours multiplied by \$50/hour in average designer wage = \$300 of value.

3. Get the Pricing Metric Right A good pricing metric should track with the value delivered and should be easy to measure. For example, your software product might be better priced based on hours of usage vs. a fixed price per seat. A pharmaceutical example would be pricing treatment medication per minute of therapy vs. pricing per volume of medication (since administering to children may be higher value and higher cost).

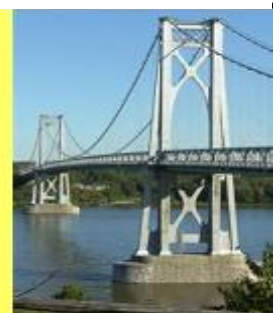
4. Tier Your Offerings A one-size-fits-all approach doesn't work well in marketing. It also doesn't work well in pricing. Your customers have different needs, so give them different options. For example, offer an entry-level option that comes with limited support, online ordering only and shorter net payment terms.

5. Build Fences Your different customer segments perceive value differently. Tiering your offerings using variations will naturally fence off your customer segments. For example, airlines fence off business travelers through the Saturday-night-stay requirement (and charge them a higher price).

Pricing is much more than setting a single price point. Think about pricing in a strategic way, and you'll be on your way to winning more business and increasing your profits.



P.O. Box 887
Hyde Park, NY 12538
(845) 229-740PE



Hyde Park Splash



Graduation Day at Anderson Center



Good Neighbor award recipient Bradley at Anderson Center Graduation



Harold Mangold
Speaks at May 11 Breakfast



Ribbon Cutting Farmers Market 2011



National Historic Site Register Plaque Unveiling.



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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

7 Biggest TeleSales Mistakes Nearly Every Business Makes

Written by: Mitchell Goozé

1. It Looks Easy . . . Too Easy

We're so familiar with the ubiquitous telephone that we assume implementing a TeleSales function is easy. Not true. Frequently we hear, "I'll just hire some people at \$10.00 per hour, sit them down in cubicles with telephones and a list of leads, and we're in business. How hard can it be?" Setting up a TeleSales function requires every bit as much, if not more planning than setting up a direct sales force. You must determine, Where you are, Exactly where you want to be, What it will take to get there. This process requires a balanced mixture of human resources, telecommunications, technology, and technique. You then have to think through how telephone based professionals can help you get there. It becomes mandatory that you understand and map your sales process and your customer's buying process. Finally, you have to consider how to integrate these steps.

2. Lack of Commitment

A TeleSales operation will fail without senior management's total commitment. Sales, marketing, accounting, shipping and receiving . . . all departments must buy into the program. Each function must provide resources for the operation to succeed. Additionally, clear management goals and priorities are required during the launch effort, as well as through the first months of implementation. Too many TeleSales functions are started . . . reluctantly . . . with an expectation that they're going to fail. And these expectations are then met.

3. Insufficient Support

A successful TeleSales function must be integrated into the overall Customer Production plan. TeleSales requires feedback from Customer/Solution Definition to know Who the target customers are and What they want to buy. In other words, a well thought out lead generation and lead qualification program is needed. You must use Demand Management such as direct mail, advertising, public relations, trade shows, and other activities to supply a steady stream of suspects and prospects to the TeleSales representatives. It also means testing, testing, and more testing to determine what works and what doesn't. Half-hearted efforts yield poor results . . . if not complete failure.

4. Unrealistic Expectations

Expecting instant results . . . once someone sits down at a telephone . . . is also a common mistake. By now, you know that implementing a successful TeleSales function requires thorough planning, top management commitment, and adequate resources. It also requires sufficient time to become truly productive . . . and the actual time varies from company to company. Your ramp-up period will likely take several months to complete. Don't give up too soon! A rule of thumb in measuring any production process . . . including the process of manufacturing customers . . . mandates a minimum of two production cycles to determine feedback and changes needed for improvement. With a TeleSales program, this means about twice the average buying cycle's for your customers.

5. Staffing Mistakes

TeleSales representatives don't necessarily have to look great . . . but they do have to sound great! Smiles in voices, tenacity, excellent listening and communications skills, a mature attitude toward rejection are only a few of the many attributes necessary for success on the telephone. Don't hire anyone who hasn't already spent time on the phone, and don't hire anyone who isn't in it for the long haul.

6. Insufficient Investment

Hiring the right people is only step one in your human resources investment. There are companies who may hire the right people, but make the mistake of not training and/or compensating them adequately. Lack of training equals burnout. Lack of adequate compensation equals lack of motivation . . . or the wrong people. Lack of both equals failure! Hire the right people, invest in honing their skills, and pay them for performance. Another mistake companies make is skimping on facilities. Spaciousness, good lighting, privacy, adequate ventilation, neutral colors, quality equipment and noise elimination go a long way toward the comfort and productivity of TeleSales representatives.

7. Inadequate Measurement and Analysis

Measuring and analyzing performance data are critical factors in determining what works and what doesn't. You must respond quickly and efficiently to today's changing markets. Careful measurement and insightful analysis are key to accomplishing this responsiveness. Personal computers, and off-the-shelf software allow you to implement sophisticated systems efficiently.

Final Thoughts

TeleSales, done well, can be a valuable adjunct to your Demand Fulfillment process. This is not the same as tele-soliciting, but rather is a technique for allowing trained sales professionals to be more efficient in the use of technology to assist in your sales process. Keep an open mind and don't make the mistakes discussed in this paper and you'll be on your way to profitable results

5 Tips for Establishing Yourself as an Online Expert

1. **Start Small:** I'm sure there are a number of things you want to brand yourself and your company as being an expert on. However, start by picking one and building your empire from there. What is the one thing that your company does better than anyone else? Or what would you like to be known for doing better than anyone else even if you don't right now? Become the go-to person for that. Once you get that under your belt, you can expand upon it and add a lot of related services.

2. **Learn Everything You Can:** Once you know what your area of expertise is, dedicate yourself to becoming the master of it. Read blogs and forums to stay up to date on the latest news, read discussions to understand the different pain points, read print magazines and offline materials to hear from even more sources. In order to be an expert on something, you need to be able to speak intelligently on it, and that means understanding it as thoroughly as you can.

3. **Create a Plan for Sharing Your Knowledge:** Through blogs and social media, small business owners are able to easily share their knowledge with others and display their expertise for everyone to see. But have a plan for how you'll do that and use multiple formats. Maybe you'll blog, offer webinars or speak at local events. Or perhaps you'll host a meet up in your area and write articles for popular industry sites. Ideally, you should be doing a number of these things and sharing information in all the satellite communities where your audience hangs out. It's not enough to simply share the content; you have to share it where people are going to notice and consume it.

4. **Share Opinions, Even Difficult Ones:** To really develop your standing as an industry expert, you need to be comfortable sharing your opinion on what's going on in your niche. Use your unique point of view and your way of seeing things to share your passion with the people you're trying to reach. It can be hard to put yourself out there and show your vulnerabilities, but you need to if you want people to be able to relate to what you're telling them. Share opinions on your blog, through social media, at local networking events, and anywhere else you can!

5. **Live What You Preach:** People want to see that you're not only preaching best practices, that you're also living them. Make sure you're implementing the same things you're telling everyone else to implement and that you're not doing what you've told them not to do. If you're trying to sell yourself as an authentic social media marketer, people are going to get upset pretty quick if you start sending out automated DMs or spamming them on Facebook.

Above are five tips I'd recommend to put yourself on the path to becoming an expert in your field. What did I miss? What traits or actions make someone stand out as an expert in your eyes?

Famous Funny Quotes

A nickel ain't worth a dime anymore.

[Yogi Berra](#)

All right everyone, line up alphabetically according to your height.

[Casey Stengel](#)

I am not afraid of death, I just don't want to be there when it happens.

[Woody Allen](#)

Parrots make great pets. They have more personality than Goldfish.

[Chevy Chase](#)

Recession is when a neighbor loses his job. Depression is when you lose yours.

[Ronald Reagan](#)

The day I made that statement, about inventing the internet, I was tired because I'd been up all night inventing the Camcorder.

[Al Gore](#)

Two things are infinite: the universe and human stupidity; and I'm not sure about the universe.

[Albert Einstein](#)

MANY THANKS !

Ralph Herrmann has been a big Hyde Park supporter for a very long time. He has been the unofficial photographer of the Hyde Park Chamber of Commerce for much of that time. Thank you Ralph for all the great pictures we have in the newsletter.

Many thanks to Dianne Cullen, Debbie Lyvers, Kathleen Davis and the Hyde Park recreation committee for putting on such a great parade. The Hyde Park 4th of July parade has become the biggest parade in Dutchess County thanks to them. Kudos!



Interesting Business Facts

1. Minimum wage was 0.25 per hour when it was first enacted in 1938

2. Retail sales for soft drinks in the United States in 2001 were more than sixty billion dollars.

3. 89% of Americans with income over \$75,000 subscribe to broadband

4. 57% of Americans watch TV and surf Internet simultaneously Source: Nielson

5. Microsoft made \$16,005 in revenue in its first year of operation (1975).

6. 58% of Americans have a mobile phone with Web connectivity.

90% of all restaurants fail during their first year of operation

Great Customer Service

Great customer service is when an employee is just so nice, very courteous and they actually take the time out to hear your needs. Then after hearing your needs they execute a plan to make you happy. When you're all done, you leave their establishment feeling like a million bucks!

All of us have experienced great customer service. We keep going back, not because they are the best, but because they have superior customer service. They are nice, efficient, and they listen to your needs. They will go far and beyond to put your happiness first.

We all have experienced bad customer service. You're looking for a particular product and no one is there to assist you. You have to go to another department to try and find an employee. When you find an employee, most of the time they have to call someone else to assist you. Upon checking out at the register the employee never greets you. When you are done checking out you're ready to call for a manager, to make them aware of your very awkward shopping experience.

That's why when I receive world class customer service, I like to show my gratitude and go far and beyond for the employee. I like to let them know that they are greatly appreciated and for them to keep doing what they are doing. I like to speak to a manager directly, to let them know their employee is doing a great job! If I can't speak to a manager, I will fill out a customer satisfaction card and drop it in the slot.

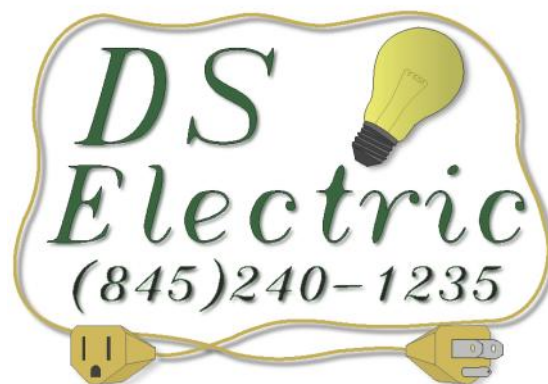
I do it to let the employee know that they are greatly appreciated and to keep up the good work. It makes me happy to know, most businesses give incentives to their employees when they receive praise. So, the next time you are out and you experience world class customer service, let the employee know that they are greatly appreciated!



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(845) 229-0330



Credit Cards and Debit Cards Usage are Expected to Grow, Despite the Recession

Written By: Lydia Kim

According to a [survey done by Pulse](#), one of the nation's leading ATM/debit networks, there was an 8% increase in debit card transactions in the second half of 2008 and predicted growth of 2009 by 7%, despite the current economy.

Consumers carry more than 1 billion Visa cards worldwide, more than 450 million of those cards are being used in the United States. That means 1 in every 3 consumers in the United States make purchases with a credit, debit or prepaid card. This clearly indicates that even in such a challenging economy, consumers are still willing to use their credit/debit cards, maybe even more so than cash. Credit cards are no longer just for international travel

With the introduction of debit cards, credit cards are not confined to international travels. Even a couple of years ago, most credit cards were usually confined to mostly international travels only. But with the introduction, growth, and popularity of the debit cards to the American consumers over the years, they are increasingly choosing to take advantage of the convenience and security of their debit cards, making them greatly dependent on their cards to make everyday purchases. According to the [Cuna Lending Council](#), debit card as a payment mechanism has experienced double-digit for more than a decade and remains the fastest growing consumer payment vehicle.

As most financial institutions automatically assign consumers a debit card with their personal and business accounts now a days, there is no wonder why consumers prefer their cards to cash—it's convenient, faster and easier. There is no longer the hassle of going out of your way to drive to the bank to withdrawal cash anymore, almost all purchases can be done with your debit cards. 7 out of 10 consumer possess a debit card—that's more than 53% of all consumers using their debit cards to make retail purchases on a monthly basis where on average, cardholders will use their debit cards 11.9 times each month. Credit card companies offer sophisticated products and services

As credit card companies are continuously thinking of new ways to serve their consumers with more efficient, refined products and services based on credit/debit card transactions, cashless payment have grown with consumers acceptance, such as modern card payment system. Most financial institutions offers their customers electronic bill pay method that is convenient, easier and faster than sending off payments through snail mail with checks that could take a few days or weeks for companies to take the money from your account. Credit/debit card-based bill payments will slowly, but surely, grow exponentially in the coming years, which will not only boost bank deposits, but also increase stronger economic efficiencies and performances.

There is no longer the danger of fraud loss associated with debit cards. Consumers once associated using credit cards with fraud, more specifically identity theft—that using a credit/debit card was not safe and your money could be compromised. In fact, [credit/debit card fraud is the No.1](#) fear of Americans in the mist of this Great Recession. But with services offered by credit card companies, such as identity theft protection, the fear has started to decline. As there is much hype on credit/debit card fraud, in actuality, trying to commit fraud is a lot harder than consumers might think. The use of information to committed fraud is not easily accessible.

In majority of the cases involving consumers, criminals do not have enough data to commit a crime because most cards are encrypted, password-protected that needs specific software to open. Credit/debit card fraud has not risen in the [past 10 years](#). It dropped from 19 cents for every \$100 in 1991 to 7 cents for every \$100 by the year of 2006. That is no more than 2% of all credit/debit card accounts exposed in a security breach of unauthorized spending, roughly 1 in 1,020 people.

Consumers will continuously use their credit/debit cards, even with the economy the way it is at the moment. Business owners need to realize that credit/debit card is a big part of consumer spending. It will not go away and for those who have yet to set up a merchant account, would ultimately delay their businesses' financial growth.



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