



HYDE PARK CHAMBER of COMMERCE

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**Thank you
to**

**Culinary Institute and
Rhinebeck Savings
Bank for their
continued support of
the chamber.**



Upcoming January Event INSTALLATION DINNER

Annual Installation Dinner

JANUARY 12, 2012

Coppola's

Italian American Bistro

4167 Albany Post Road
Hyde Park, NY 12538

6:00 PM

Event is \$45.00 per person . For Reser-
vations call The Hyde Park Chamber
(845) 229-8612 Or E-mail us at [in-
fo@hydeparkchamber.org](mailto:info@hydeparkchamber.org)

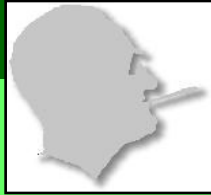
Visit our website information at
www.hydeparkchamber.org

Message from the Chamber President

If you think volunteer work for charitable organizations is just a hobby, guess again! It could be the road to an exciting new career for you. Give your resume a shot of Volunteer "steroids". Unemployed? Keep your resume fresh with volunteer work! According to an article in The Washington Times, the length of time it takes to find a new job is at its highest in eight years. Many resumes have a large gap between last date worked and today's date. It is not unusual for a job seeker to have been out of work for 8 months or more! Networking groups abound, but what are you actually getting from them? Who are the other participants that you are meeting? Chances are that you are meeting others who are looking for work, just as you are. It's the nature of the game that their first concern is going to be finding new work for themselves. That's not the best use of your time when you are looking for a new job for yourself! Volunteering is not just to keep yourself busy while you're out of work. It can further your career by allowing you to learn new skills. Volunteer for something related to what your career is or will be: Director of Marketing for a non-profit? PR person - charitable organizations need help getting their group into the news. Sales person as fund raiser? As membership drive person? List your accomplishments on your resume under work experience. Many non-profit paid jobs require previous experience in the non-profit sector, but volunteers need no previous experience there.



CONTINUED ON PAGE 7



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

Stuart Davis

Sharon Matyas

David Meyerson

Richard Wambach

Vicky Kampf

Dave Stewart

Scott Reynolds



Thanks for a
great season.
See you all
in the
spring !!

January Breakfast Meeting

Thursday, January 26th, 2012

7:30AM -9:00AM

Monthly Chamber Breakfast Meeting



Location: Eveready Diner

Route 9, Hyde Park New York 12538

Guest Speaker:

Aileen Rohr and members of the Town Board

Sponsored by:



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JANUARY/FEBRUARY HAPPENINGS !!!

JANUARY 3

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

JANUARY 10

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

JANUARY 12

Installation Dinner @ Coppola's @ 6:00 PM

JANUARY 17

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

JANUARY 24

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

JANUARY 26

Chamber Breakfast Meeting @ Eveready Diner @ 7:30 AM

JANUARY 31

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

FEBRUARY 7

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

FEBRUARY 14

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

FEBRUARY 23

Chamber Breakfast Meeting @ Coppola's @ 7:30 AM

FEBRUARY 21

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

**Welcome To Our
New Members!**

Hyde Park Antique Center

Jennifer Mackay

4192 Albany Post Rd.

Hyde Park, NY 12538

845-229-8200

jenmackay4@gmail.com

Website: hydeparkantique.net

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Ralph Ptasienski

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Poughkeepsie, NY 12601

845-454-2958

sugarcone13@yahoo.com

The Hyde Park Antiques Center

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Newsletter Advertising

All the 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.



Five Advertising Tips

1. Be consistent in your ad message and style including business cards, letterhead, envelopes, invoices, signs and banners.
2. Newspapers, radio and TV stations are helpful in producing the advertising that you will be running with them.
3. While word-of-mouth advertising has been around a long time, it usually falls short of being able to attract the number of customers needed to be successful in business.
4. Promote benefits rather than features. A benefit is the emotional satisfaction your product or service provides, or a tangible performance characteristic.
5. Know your competitors. Knowing everything about your competitors is just as important as knowing everything about your own business.

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.hpnhyrotary.org or call contact Randy Soden at (845) 876-5132 option 3.




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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 at www.bni.com

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Serving Communities in the Hudson Valley Region for 37 Years

February Breakfast Meeting

Thursday, February 23, 2012

7:30AM -9:00AM

Monthly Chamber Breakfast Meeting

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

Guest Speaker: Hillary Van Norstrand
Hyde Park Visual Environment



PLANNING BOARD UPDATES

Just in time for the start of the new year, Sandy Zimmerman of Lauter Development is returning with “The St. Andrews Club at Historic Hyde Park.” Chamber members with good memories may recall his team’s presentation at a breakfast three years ago, where he showed the basic layout and conceptual elevations for this mixed-use proposal.

Located along the northern edge of St. Andrews Road, east of Stop & Shop and west of Violet Avenue, The Club proposes a complex featuring assisted living and a possible array of medical services from St. Francis Hospital; about 150 townhouse condominiums; a 38-room upscale country inn; an amphitheater where music, plays or lectures could be held; residential rentals; and Oasis, which is a national membership organization with the slogan “A Spa for the Mind.” A pool, tennis courts, restaurants and small retail are also proposed, along with parking that has energy-capturing technology so that residents can park their electric or hybrid vehicles and plug in to recharge batteries overnight.

Oasis offers classes on a variety of topics – anything from elevated computer skills to Italian Renaissance painting to contract bridge. Oasis members at present meet roughly four times a year in various locations for three to six weeks while taking classes and the program is pitched to ages 55 and above. Importantly for us, Mr. Zimmerman has agreed that any Hyde Park resident can take Oasis classes without becoming a member (there are small to medium-size fees, depending on the class), and has already secured commitments from Vassar College, Marist College and the Culinary Institute whose educators would teach here, if approved.

To make it clear, the proposal has been looked at favorably by successive administrations as well as by most Planning Board members. However, NYSDEC required Lauter Development to undertake an extensive Blandings turtle study as a complex of high quality vernal pools looked like suitable habitat for this endangered species. Happily, none were found after two and a half years and the layout has been redesigned to avoid most ecologically sensitive areas. But the extensive delay was not due to inaction by our Board.

Lauter Development will be making a presentation to the new Town Board in the coming months. In the meantime, the Planning Board has commenced an informal review of portions of a Draft Environmental Impact Statement. We will hold a public hearing on it once it is complete. It is estimated that at full build-out, The St. Andrews Club would represent at minimum \$150 million investment into our community with over 500 permanent and temporary construction jobs created.

Last, the Board hopes everyone is admiring the new Hess fueling station on Albany Post Road south of the CIA. Hess originally proposed a flat-roofed, cinder block construction with a checkerboard panel along the roof line – much as you see in Wappingers and to our south. However, working collaboratively, Hess ultimately offered to build its “Hampton” model (so named after an older peaked-roof residential style mandated by the village of Southampton), along with the low-profile stone wall fronting it and a monument sign that is a first for Hess in the region.

You can sign up to receive Planning Board agendas electronically at the Town’s website www.hydeparkny.us and remember that the Board always welcomes public comment.



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



Hyde Park Splash

Continued from page 1

Choose an organization that does work close to your heart. Are you concerned with the issue of uninsured families? Worried about the fate of animals in local animal shelters? Volunteer to work with those agencies that address those issues! Join the Hyde Park Chamber, be a part of one of our many committees. Call your local ward representative and ask to be a part of your ward activities. Visit the Hyde Park Chambers web site and read how you can get involved with your Chamber. Visit the Town of Hyde Park's web site and read how you can get more involved with the Town. Hyde Park is growing and we need your voice, your involvement, your help.

To Everyone in Hyde Park.
Have a Happy Holiday and a prosperous New Year

Remember "Think Local, Shop Local, Make your Mark in Hyde Park"

John Coppola

President

Hyde Park Chamber of Commerce

Interesting Bits of Historical Trivia

Early politicians required feedback from the public to determine what the people considered important. Since there were no telephones, TVs or radios, the politicians sent their assistants to local taverns, pubs, and bars. They were told to 'go sip some ale' and listen to people's conversations and political concerns. Many assistants were dispatched at different times. 'You go sip here' and 'You go sip there.' The two words 'go sip' were eventually combined when referring to the local opinion and, thus we have the term 'gossip.'



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