

# MKCC Business Connections

## AUGUST 2011

mount kisco chamber of commerce

Did anybody happen to see what happened to July? I remember watching fireworks and then waking up and it was August. Somehow, the incredible hot days haven't been able to slow down the calendar...

A congrats to our friends, Mike and Matt Wilson, of Wilson & Son Jewelers, for being recognized, again, as an outstanding family business...this time in the latest edition of 914, Inc!

A Thank You to our Friends at Applebee's for hosting our Networking Reception on July 27th! We had over 50 attendees come out and Network. Thanks again to Frank and his Entire Team at Applebee's! They did a fantastic job.

Members are taking advantage of our new and improved MKCC Newsletter, which is now being distributed to nearly 1,200 businesses in the Mount Kisco area. If you are a Chamber Member (old or new), please speak with Kathleen Mooney, our Executive Director, about getting your business featured and also maximizing your advertising dollars.

Once again this year, the Mount Kisco Chamber of Commerce is pleased to offer our members the opportunity to be included in the "Lifestyles Magazine." This year the focus will be on the town of Mount Kisco and feature a few of our neighboring towns and businesses. "Lifestyles Magazine" will have a postal distribution of 10,000 to residents and businesses and; 2,500 local distribution around town. The local locations are medical centers, hospitals, hotels, real estate offices, libraries & civic centers. This wide distribution enhances opportunities for businesses to reach new target areas to help expand sales. In addition, the businesses will have a number of copies to distribute to new clients. Please call Donna Corti for details.

Last, but certainly not least, spaces are filling up fast for the Mt. Kisco Sale's Days! The event this year is to be held on September 17th & 18th and we already have over 70 local businesses signed up! The event looks to be even bigger than in the past where we have had over 3,000 attendees!!! This year, the Chamber has brought in Chereese Jervis-Hill, from Events To Remember, to truly maximize the benefit to all of our participants. We are looking to make this Sales Days the most successful one to date!

Any Chamber is only as good as its Members. Thanks for making ours great!

I look forward to seeing you soon.

Phil Bronzi  
President, MKCC



Phil Bronzi

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## Applebee's Networking Meeting



What a great night!!! We had a perfect night and a perfect location for our latest networking meeting!

The Mount Kisco Chamber of Commerce would like to thank our sponsor for the evening: Applebee's Mount Kisco. Our ambassadors also deserve a round of applause: Rob Brandt, Donna Corti, Karl Theile, Suzanne Siebert, Dan Taplitz, George Arco, Phil Bronzi, Vince Lemma, Kathleen Mooney, Donna Arena, and Jill Sage.

The ambassadors are charged with helping new members when they join the Chamber. If you are a new member be sure to look for an ambassador at the next meeting you attend.

They can introduce you to other members whose services and expertise can assist you with many of the issues you are facing, they can answer many of your questions, and they are all around great people to know!

The Chamber is looking forward to hosting more of these events. If you would like to host a future event please contact Kathleen Mooney at the Chamber Office [mtkiscochamber@aol.com].

We would especially like to thank Frank Ziemba and his wonderful staff. The food was delicious, the service was impeccable, and a wonderful time was had by all!



## The Pampered Chef

By Tara Bongiorno

I recently became an Independent Consultant for the Pampered Chef, after giving birth to my second daughter. For 15 years prior, I was selling tickets at a Performing Arts Center and pursuing a career in music. I was impressed with The Pampered Chef because it allows me to own my own business, while giving me the flexibility to set my own schedule and spend time with my children.

For years I had attended cooking shows in the homes of friends and had been a fan of Pampered Chef kitchen products. At a party last winter, instead of buying products, I bought a starter kit for \$155. Within one week of receiving my kit, I held my first cooking show & started earning money as an independent consultant.

As a mother of two young children, it is very important to me to prepare wholesome, organic meals made from local ingredients. Pampered Chef kitchen tools and recipes make my task of preparing meals more enjoyable, while cutting my cooking time in half. I also find it very rewarding teaching people how to cook at home easily and affordably, providing practical solutions for family mealtimes, such as recipes for around \$2 per serving.

My business depends on customers hosting cooking demonstrations in their homes. At in-home Cooking Shows, guests can experience the products first hand. They prepare and sample recipes and learn quick and easy techniques and tips on how to entertain with style and ease – transforming the simple to the spectacular. Also, everyone enjoys a great Girls' Night Out (or Girls & Guys...) and the sociability just can't be beat!

In addition to in-home cooking shows, I do office demonstrations, vendor boutiques and fundraisers for not-for-profit organizations. The Pampered Chef will donate up to 15% of total sales on all fundraising cooking shows and catalog orders. I also offer a bridal registry.

I am truly enjoying every minute of what I am doing with The Pampered Chef and I am always eager to share recipes and food buying tips, as well as the business opportunity with anyone who is interested in joining my team of consultants. Find out more information at [www.pamperedchef.biz/tarabongiorno](http://www.pamperedchef.biz/tarabongiorno).

## A Treasure in Mt. Kisco, WAMC Northeast Public Radio

You can now hear WAMC's newest full-power station, WWES at 88.9 FM in and around Mt. Kisco, New York. This new station went on the air in October of 2011 and provides a clear digital signal to this section of Westchester, including the towns of Whitehall Corners, Katonah, Croton Heights, Stanwood, Bedford Hills, Bedford Center, Bedford, Kitchawan, Mt. Kisco, and Chappaqua, previously on the fringe of WAMC's broadcast range.

"You asked for it, now you've got it!" said Alan Chartock, President and CEO of WAMC Northeast Public Radio. "We are very pleased to be serving this important area of our region and we look forward to more growth in the future." Chartock added that for years, WAMC has had requests from hundreds of listeners in the Mt. Kisco area for their unique brand of programming and we always said, "We're coming! We keep our promises!"

Under the direction of Alan Chartock and with the support of a dedicated Board of Trustees, WAMC's twenty-three facilities serve portions of seven New England and Mid-Atlantic States, ranking the station one of the most-listened-to public radio stations in the nation, with over 400,000 monthly listeners. Our syndicated programs air on over 350 stations nationwide, including reaching millions. Over the years, WAMC has

experienced astonishing growth, unprecedented success in fund-raising and virtually scores of awards from our peers. We produce nearly two thousand hours of original programming annually, much of which is made available nationally, free-of-charge, to any other public radio station. If you have a news tip or story idea, please contact Katie Britton, News Director, at 800.323.9262, extension 111.

In order for WAMC to provide the highest quality 24/7 services to our local, regional and national audiences, we have to raise over \$6,000,000 annually. A good portion of our budget is comprised of contributions from listeners and businesses that depend on us and understand the essential role they play in keeping public broadcasting alive. We are fortunate that they have come through for us again and again. Our thrice annual fund drives are now raising \$1,000,000 in under ten days.

WAMC is an affiliate of National Public Radio, American Public Media, and Public Radio International. [www.wamc.org](http://www.wamc.org)

Support for the construction of WWES 88.9 FM Mt. Kisco was made possible by a grant from the Corporation for Public Broadcasting.

## It's 10 a.m. ... Do you know what business you're in?

By Karl Theile, President - Signarama Westchester North

It seems like such a simple question. Surely the answer would be clear for each of us and yet these days, it is pleasantly not so predictable for me.

When I started my career, the reply would have been obvious. For years, my family told me that I was in the business of 'bean counting' and that seemed to fit my role as an accountant in a major corporation. I was in the business of counting the 'beans' that were coming in and those that were being paid out.

Then my business changed and I went into the business of sharing the 'ultimate driving experience' as I helped to open new dealerships and motivated sales and service with lucrative compensation plans. Again, the answer to the question remained clear, as I was in the luxury car business.

In the 90's, my business shifted again as I joined a major corporation to 'Think' and help design and track sales plans for marketeers around the world as they sold equipment and business solutions to every type of business imaginable. Still the answer to the question remained fairly clear. I was in the business of driving technology.

These days the answer is more flexible, less restrictive and a whole lot less predictable. As the owner of Signarama - Westchester North, my core business is custom sign solutions but each time the phone rings, the door opens or a new e-mail pops up, I find myself embarking on a new business.

Last month, I was in the childcare business as we worked with local owners to develop signage for non-readers who needed

to find their way throughout the campus to such locales as 'the train', 'the zipline' or 'the snack zone'. Rest assured, the little ones are losing no time finding their way around!

Sometimes our focus is a local charity or fund raiser, where our business is effectively spreading a message and encouraging others to get involved and share a passion. Other times, we are in the 'trades' engaging with other small businesses to promote their licensed skills in electricity, plumbing, HVAC or landscaping. Last week, we were in the retail business, helping a local merchant with reusable signs to post throughout his establishment to draw customers to try new products. Yesterday, we were in the family memory business, as we printed a poster sized picture of the kids on canvas so that Grandpa would have a reminder of the important things in life, for his office.

You see the answer to the question, 'What business are you in?', is not so predictable for me these days and I am loving every minute of it. I've learned that the core business of serving my business clients remains the same but the variety and vitality that they bring to me with their needs and desires is what makes my business so captivating. As a business that serves other businesses, I have the challenge and the pleasure of sharing in each of my clients businesses, and I wouldn't want it any other way.

Well, it is 10 a.m. and the door just opened so I've got to run. Who knows what business I will be in today!

# New Member Directory

## Churchills of Mt. Kisco

41 South Moger Ave  
Mount Kisco, New York 10549  
Lori Land  
lori@churchillsmk.com  
Phone: 914-666-4800 Fax: 914-666-4803  
www.churchillsmountkisco.com

### Retail

Churchills of Mt. Kisco is a specialty store for both men's and women's fashion. We carry clothing, shoes, jewelry & accessories all at a moderate to high price levels.

## Deirdre A. Cole, LCSW, BCD

42 Smith Ave.  
Mount Kisco, New York 10549  
Deidre A. Cole  
Phone: 914-242-0890  
dearhumans@aol.com

Deirdre A. Cole, LCSW is a 22 year resident of Mt. Kisco. She runs a private psychotherapy practice and community meditation center, both on Smith Avenue.

www.contemplativepsychotherapy.org  
www.sacredcentre.org  
www.goodtherapy.org

## Elephant's Trunk

111 E. Main Street  
Mount Kisco  
Rafael Brache  
Phone: 914-666-7666 Fax: 914-666-3285  
rafael@elephantstrunk.com

### Retail

Gowns & accessories to help the mom of the bride / groom, the bar / bat mitzvah or the guest at a black tie look as beautiful as they feel.

## Fairfield County Bank Insurance Services

118 N. Bedford Road, Suite 201  
Mount Kisco  
Barbara Scopelliti  
Phone: 914-666-5400 Fax: 914-666-3065  
barbara.scopelliti@FCBins.cpm

### Insurance

## Mount Kisco Friends of the Mount Kisco Public Library

100 Main Street  
Mount Kisco, New York 10549  
Beth Vetare - Civitello  
914-494-6992  
bethvetare@gmail.com

### Non- Profit

The Mount Kisco Friends of the Library is an organization designed to promote enrichment to the community by sponsoring cultural programs, children's events, and purchasing equipment which is beyond the scope of the Library's operating budget.

## Gail B. Greenberg -- CIVIC MEMBER

### John N. Kaspers, P.C.

97 Main Street # 2D  
Ossining, NY 10562  
John "Jack" Kaspers  
Phone: 914-874-6254 Fax: 914-874-6254  
jnkaspers@gmail.com

### Law

John N. Kaspers, P.C. is a sole proprietorship law firm licensed to practice law in the state of Michigan and currently in the process of applying for admission to the New York Bar per New York's recently adopted reciprocity statute. For the last twenty years I have been a corporate litigation specialist with significant expertise and experience in labor law, sports and entertainment law, municipal law and class action defense.

## Newhouse Financial & Insurance Brokers

800 Westchester Ave  
Rye Brook, New York 10573  
Jim Newhouse  
Phone: 914-288-8829 Fax: 914-253-0571  
JNewhouse@NewhouseFinancial.com  
Website: www.newhouseinsurance.com  
www.groupinsurance.net

### Insurance

We are a service oriented agency that provides individual and group life, medical, medicare supplements, disability income, long term care insurance and estate planning for Westchester businesses and families, including sole proprietors and freelancers. We also offer home, auto and business insurance.

## Seasonz Boutique

53 South Moger Ave  
Mount Kisco, New York 10549  
Jane Pieragostini  
914-666-4438  
seasonzgifts@aol.com

### Retail

Seasonz Boutique is the new "go to" shop for unique and stylish goods. Satisfy the urge to treat yourself or find the perfect gift for any occasion. We offer hand crafted jewelry, contemporary handbags, beautifully designed scarves, scented candles and lotions. Featuring collections from JPK Paris; baggallini; Big Buddha, Michael Aram, Thymes, Vera Bradley, Spartina, Lafco, Mariposa and Dayna Decker.

## To Read Between the Lines

48 Forest Drive  
Mount Kisco, New York 10549  
Charlene Pasquale  
Phone: 914-666-8707  
charlenepasquale@gmail.com  
http://toreadbetweenthelines.com

### Tutoring

To Read Between the Lines is an English / SAT / ACT tutoring service run by Charlene Pasquale BA, MA with 38 years of teaching experience.

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[georgearco@arcocleaning.com](mailto:georgearco@arcocleaning.com)

**Suzanne Siebert**  
Assistant Vice President  
Financial Services Manager  
Mount Kisco Office



14 South Moger Avenue  
Mount Kisco, New York 10549

T: 914.244.0720 F: 914.244.0751  
E: [Suzanne.Siebert@peoples.com](mailto:Suzanne.Siebert@peoples.com)

# Churchills of Mount Kisco

Churchills of Mount Kisco is now going into its second successful year. Opening in the summer of 2009 was not the easiest in a down economy, but our strong and dedicated team road



the wave. We cater to a great mix of Westchester, Manhattan and lower Connecticut shoppers who seek special and unique clothing. Our clients rave about the compliments and new-found confidence they get from wearing

the designers that we carry. In fact they and the editors of Westchester Magazine named us the best boutique in the area for 2010, proof that Churchills has a happy clientele.

Back in 2009, Daniele Churchill and Lori Land, co-owners of this Northern Westchester boutique, both had the vision of bringing a shopping experience for both men and women to their hometown area. Not just another clothing store, Churchills carries clothes that speak to the soul. "We call it feel-good clothing", says Land. Every season we like to discover new brands from around the globe. Of course we carry beautiful merchandise from Europe and the US, but we also have great lines from Australia, South America and Asia. Our philosophy on price is to incorporate different price points so as not to alienate any of our price-conscious shoppers who still want quality clothing.

Daniele Churchill's passion and enthusiasm for fashion came from watching her Parisian mother, who was a top model in her day. But it was growing up in a family- owned restaurant business that instilled in her how important customer service is to any business. The belief that the "customer always comes first" is what makes Churchills strive to accommodate everyone's needs and desires, every day of the week.

Lori Land has spent the last 15 years in the fashion industry. She has covered the industry from one end of the spectrum to the other, first by modeling for top designers and then by running a clothing company on 7th Avenue. Prior to Churchills she worked on the retail side of the business, learning all about what it takes to run a successful, upscale boutique.



The two fashion visionaries combined their knowledge of business and fashion to get Churchills off the ground. And since its onset the 3,200 square foot boutique has been running smoothly and successfully.

Many of our services are complimentary. Our highly trained staff is available to consult on your wardrobe, help you organize your closet by season and educate you on what the best and most wearable items you own are. We also offer styling services for upcoming events, bar/bat mitzvahs, weddings, vacations,

business engagements, etc. Basic tailoring and custom tailoring are available for an additional fee.

Our staff is warm and inviting to everyone that walks through our doors. We thrive on making the clients feel comfortable about their visit and their purchases. You won't find pushy sales people at Churchills because we don't want our clients to leave with something that they don't love. It's great seeing our clients out on the town looking and feeling good about what they're wearing.

What's new at Churchills? We've expanded our shoe department for both men and women. Coming soon, Churchills will soon be



offering online shopping for our growing out-of-town customer base and our busy local customers who want that quick Churchills fashion fix. And we're preparing some new and extra special items for Churchills Private Label.

You can find Churchills in the heart of Mt. Kisco, NY, just walking distance from the train station. And to accommodate our clients' busy schedules we're open seven days a week.

## Mt. Kisco Tax & Monetary Services Group, Inc. PRESIDENT & COO



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