Doug Kraus: “Angel” to Chappaqua

Anna Bennett: “Here’s to a Pressure-Free Valentine’s Day”

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A TOWN HALL CLOSE-UP
13. Team New Castle Rolls Up its Sleeves
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Secretary Hillary Rodham Clinton
before the Swearing In at Town Hall.
One for the Books

Just between us, indeed. This column was on a whole ‘nother topic while Inside Chappaqua patiently waited for “the word” from Town Supervisor Rob Greenstein for a date for Team New Castle’s swearing in ceremony. He and the team were busy coordinating with Secretary Clinton and Congresswoman Nita Lowey so they could preside.

So in the ‘nth hour before IC was off to press—with Team New Castle election victory coverage already slated as the cover story—I was thrilled to work in some images from Town Hall’s Jan. 22 swearing in, and managed to post some video right away. Pictures by the fabulous Carolyn Simpson, www.doublevisionphotographers.com, followed to inform and entertain a social media audience, primarily. I also very much appreciated a wonderful “reunion” moment I shared with Secretary Clinton—making this whole event another one for the IC books.

You can find our full story as it ran that night by clicking on the “New Castle News” link at www.insidechappaqua.com, or turn to page 13 for our now expanded coverage. One highlight was the portion of Rob Greenstein’s statement that elicited a hearty laugh: He turned to Clinton after being sworn in, stating: “Since I know that fairness is so important to Secretary Clinton, I’m confident that if the occasion should arise when Secretary Clinton is sworn into office in the next few years–she should know that we would happily return the favor by attending her inauguration. Fair is fair.”

Our Town Hall coverage in this edition also includes bios of Councilman Jason Chapin and Councilwoman Elise Mottel (both of whom Sec. Clinton graciously acknowledged for their continuing service) and those of County Legislator chairman Michael Kaplowitz and State Assemblyman David Buchwald. Ronni Diamondstein checked in with “New Castle Democrats” for their plans moving forward. And Sarah Ellen Rindsberg highlights the outstanding generosity of Town Justice Doug Kraus.

Our sponsors are, of course, well represented in this 6th annual “Merhant Profiles” edition, and we hope you will read through the many profiles that accompany their spots. We invite you to show IC some love back by acknowledging their support here and hopefully visiting shops or trying out services.

Given that it’s Valentine’s Day, we remembered LOVE. Maggie Mae knows many owners like to take their pets shopping for V-Day, and has some great advice. Don’t miss Anna Bennett’s reminders that not all kids enjoy the intense peer pressure V-Day can invoke.

Finally, we highlight loving efforts by the Women’s Leadership Council of the United Way, and offer good news from inside the pediatric oncology department at Maria Fareri Children’s Hospital. Love on.

At the ceremony, Secretary Clinton commended first responders as “the backbone” of our community.
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Chappaqua $768,000 Conveniently located to all, this 3-bedroom home lives like a 4-bedroom. Open entertaining flow with walls of glass, vaulted ceilings, extended eat-in kitchen with sliders to deck plus screened porch. Enjoyable property. Web# 3332871.

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HAPPENINGS

A Fond “Look Back” at the Westchester Christmas Dinner

By Anna Bennett

When we are caught up in the hustle and bustle of the holiday season, it can be easy to forget that not everyone has the resources to purchase gifts for multiple family members or to gather all the ingredients needed to prepare a hot, festive meal for the day. Such “givens” are so easily taken for granted. So it was heartening and enlightening to learn about and actually witness the “Westchester Christmas Dinner.”

This past Christmas day, as has been the tradition for 20 years, over 300 of our neighbors in need arrived via pre-arranged transportation to a welcoming St. Mary’s Parish in Katonah, to relax and enjoy a truly unique community-wide event. One of the event coordinators Licia Sandberg, said, “One of the main reasons I’m here is to teach my two sons what it means to give back.”

With team captains covering every aspect of the event from clothing and toy donations to volunteer coordination, this was a Christmas Dinner that had heart. Along with a delicious buffet meal, the venue was filled with entertainment, including DJ’s and various stations, like a “Rainbow Loom” activity for children, and a room filled with elves diligently wrapping gifts.

A colossal effort is needed to stage such an enormous production; the event requires hundreds of volunteers and hefty donations from both individuals and merchants. Perhaps one of the most charitable, intimate features of the dinner is that of gifting. Prior to the dinner, volunteer “elves” are designated a table, and take individual gift orders from the guests. After taking information about the guests’ needs, the elves proceed to a gift-wrapping room, where they select the best-fit presents. Adults are given assorted clothing items, and children are given both clothing and toys and other kinds of gifts. Thus, needy children can receive more than the bare minimum for survival, as would a more fortunate child.

The Blumenfeld family of Chappaqua was among the elves at work: “This is our sixth year volunteering,” said Susan Blumenfeld. “Ever since our first time, we decided that Christmas would be a day of giving back. It’s very rewarding.” Like the Blumenfelds, many families return year after year for that humbling and life affirming effect of giving back to those considerably less well off. As one might expect in its 20th year running, the event ran smoothly and radiant smiles were painted across the faces of hundreds of guests and volunteers alike.

According to multiple volunteers, Chappaqua’s Dawn Greenberg (owner of Aurora boutique) was to be commended for her valuable contributions and outstanding performance collecting funds from an array of restaurants, not to mention her personal last-minute shopping for extra clothing.

Hope Mazzola, the joyful, hard-working “head elf,” confirmed that following the completion of this year’s dinner, planning for the next dinner will soon be underway. If you would like to get involved (or even just donate), the event’s website, westchesterchristmas.org, describes the many opportunities available and provides all of the information you might need.

Anna Bennett, a long time contributor to Inside Chappaqua Magazine, is graduating in May from University of Massachusetts in Amherst. She is also job hunting for a position maximizing her considerable writing, communications and social media skills. Write to her at annabennett13@gmail.com.

Volunteers come from all over Westchester County.

A mom and her three boys enjoying the Westchester Christmas Dinner festivities.

The Blumenfelds of Chappaqua have made volunteering at this event an annual family tradition.

A Fond “Look Back” at the Westchester Christmas Dinner
I agree, this is a rather unusual head shot (although the little cap does add a certain charm). I chose this photo because it represents a basic tenet of my practice. My longstanding rule is that I am the guinea pig for any new cosmetic procedure. Before I administer any treatment to my patients, I first try it on myself. So yes, I have had all three forms of commercially available botulinum toxin, all of the fillers offered at our office, (as well as a number that are not), and a wide variety of chemical peels. V beam laser? Sclerotherapy? Fraxel? Ultherapy? Yep, I’ve had them all.

There are currently several treatments available for body reshaping. I tried three of them at the same time in three different areas and then compared the results before choosing Coolsculpting as the best alternative. (This involved three months of photos and comparing each site to the others in the mirror, a process my husband found most entertaining to watch.) My staff and I are also continuously evaluating new topicals, cherry picking the best products from a number of manufacturers.

There have been many rejections over the years. Two years ago I spent two and a half hours weekly for three months, testing a treatment for cellulite. The marginal improvement I saw lasted perhaps two weeks. Needless to say, that procedure garnered a resounding “no.” I still have not found a consistently effective treatment for cellulite but I keep looking. So why take this approach? It is a given that any treatment I offer needs to be safe and effective. But I also want to know what the experience is like as a patient. What does it feel like? If any healing is involved, how long does that take? When are results seen and how long do they last? Is there any down time or restrictions on activities? Is there a better time of year? What’s the whole process really like?

The world of cosmetic dermatology has grown tremendously in the last ten years. I am committed to continue the process of evaluating new and innovative technologies, striving to offer the best treatments available to my patients. As my furry little friend illustrates, there’s always a new cap to try.

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Greatest Strengths:
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Newly Sworn in by Hillary Clinton, “Team New Castle” Rolls up its Sleeves

By Grace Bennett with Zarah Kavarana • Photos by Carolyn Simpson

Editor’s Note: On what they touted as an Independent ticket challenging an all Democrat one, Team New Castle persevered this fall. A month post victory, Zarah and I were delighted to catch up with new Town Supervisor Robert Greenstein (RG), Deputy Supervisor Lisa Katz (LK) and new Council member Adam Brodsky (AB) prior to their official swearing in ceremony (additional coverage of the ceremony can be found at www.insidechappaqua.com and on the Inside Chappaqua Magazine Facebook page). Greenstein, Katz and Brodsky join long time board members Elise Mottel and Jason Chapin. At a first Town Hall meeting in January, the five ultimately appeared united in an effort to move forward. At the Swearing In Ceremony, perhaps acknowledging a Democrat ticket loss to an Independent one (following an unusually contentious election), Secretary Hillary Rodham Clinton related a common question she was asked repeatedly on one State Department mission to the Pacific region: “How could you work with President Obama after losing to him?” “I realized that for much of the world, you can get exiled or killed after losing...not be asked to serve in the same cabinet!” That kind of wonderment, she said, made her appreciate “how we govern ourselves here and the rule of law.” As for Inside Chappaqua, we had fun meeting in town with a lit up King Street as a backdrop, and hearing in depth the trio’s thoughts about various hot button topics—and also those falling a little below the radar. The following is the opening to an edited version of the conversation. The team seemed happy, comfortable and excited about the cover story opportunity and freely shared! You can read Eileen Gallagher’s more up to date reports from Town Hall via the “New Castle News” link at the site too.

Our interview with Team New Castle begins on the next page.

February 2014 Inside Chappaqua 13
Everyone wants to know about Chappaqua Crossing (CC). Can you update IC readers?

RG: One of the first things that we did was reach out to (the developer) Summit Greenfield [SG] and say that we look forward to working with them. There’s no doubt that we probably were not the slate that they wanted to win. We’ve had some very productive meetings and we have a dialogue going. We’re starting to develop mutual trust. We’ve asked them to be part of the Master Plan process because we often said during the campaign that we can’t just look at Chappaqua Crossing, because what we do there is going to affect downtown Chappaqua. We’re trying to look at both things together so that if we do anything at Chappaqua Crossing that’s a positive, we have to have a positive downtown to offset it. You can’t build up one and hope for the best with the other. You have to build up both.

LK: I agree with Rob. In the past, I think the Town Board was just bowing to what Summit Greenfield wanted without looking at the town holistically. What goes there (at CC) has to make sense for our town and the community as a whole. I agree that we need to look at it holistically and that it’s one piece of the overall pie.

What is the status with Whole Foods at CC?

RG: That’s something that [SG] wants and that many residents want as well, but it has to work for our community. We have to look at what else is there, and downtown. It would be a problem if we just built up one area and didn’t build up the other.

During the campaign, there seemed to be very anti-Summit Greenfield sentiments from the community. Do you worry that people will think that you’ve shifted now that you’re elected and it’s easier to sit down and work with SG than to push them away?

RG: The plans that [SG] presented were good for them, and many felt that the Town Board was trying to sell it to the public and ram it down their throats. We’re trying to bring SG into the process and have a conversation with them and residents at the same time so that we come to a consensus. We’re meeting with them because we’re trying to start a dialogue, we’re trying to build a relationship. You also have to understand what their wants and their needs are, and what our wants and our needs are. We’re talking about things that are possible.

How fast will the process go?

RG: We spoke to Felix, one of the [SG] principals. We said we needed a little time because of the Master Plan process. He needs a little time because he has constraints by Whole Foods. We did agree to a 4-5 month time frame. We’re going to do an intensive public outreach process from January to April, via the master plan committee. We’re meeting with them because we’re trying to start a dialogue, we’re trying to build a relationship. You also have to understand what their wants and their needs are, and what our wants and our needs are. We’re talking about things that are possible.

Has SG been receptive to your ideas?

AB: They did a lot of listening. We only spoke in the big picture because we’re not in any capacity to talk about what the community wants yet, so the initial steps thus far have been to open a dialogue and say this is who we are, we’re reasonable people, and we’re willing to engage you as well as everyone else. Opposed to fighting and litigating, let’s talk and see what we can do for all our constituents.
Can you address the traffic concerns surrounding CC development?

RG: If they do stuff up there, they’re going to put money into the infrastructure and make some improvements. We can make some improvements within [Greeley], crosswalks and things like that, which will make traffic flow a little better. There is an opportunity to get some improvements that we need right now, even if nothing was developed [at CC]. Whatever comes up there, there’s going to be traffic. The point is to get to where the positives outweigh the negatives. We’re trying to alleviate the traffic, not just from a street point of view, but from a use point of view as well.

What is your latest thinking about the Napoli Plan?

RG: The Napoli Plan should be put on the table. We’ve also talked to Summit Greenfield about possibly moving Town Hall to Chappaqua Crossing. They were receptive. Maybe people don’t want Town Hall up there, and maybe some people see it as a tremendous opportunity to develop downtown Chappaqua with that space. These are things we’re going to talk about, and Chuck Napoli’s plans will be part of the discussion. Maybe the Town Hall location should be all residential with some affordable housing, and then you can add retail consistent with the Napoli plan. We’ve talked about possibly putting a Rec Field, town pool or tennis court up at Chappaqua Crossing. These are all things that we need to put on the table to see if people are receptive.

Please update us about Conifer and affordable housing plans.

RG: [Conifer’s Hunts Place plans] have been temporarily shot down. The state had a variance hearing a few weeks ago, and said that the decision would be issued in February. We argued to county legislators that there were safety concerns raised at the variance hearing.

Since the state reserved decision, our position with county legislators is that [the project] shouldn’t be approved because the safety issues should not be ignored, and that the project that may not be in the same form because if [Conifer] doesn’t get the variances, they have to go back to the drawing board. The funding was shot down because they can come back after that variance hearing. If the variance is granted, they could be in a strong position. If the variances are not granted, then they’re going to have to totally redesign the building, or make it smaller.

AB: We support affordable housing, it’s just that we don’t support the location in which they want to place it. We think [affordable housing belongs] in an appropriate residential setting, not between the train tracks and the highway. We’re thinking about another location on Washington Avenue, and a few other locations are possibilities.

LK: It’s really just the right issue, wrong location.

RG: We’d like to do a feasibility study on the Washington Avenue location, and prove to county legislators that we are not against affordable housing. When 20 affordable housing units to Chappaqua Crossing were approved, there wasn’t a peep; there was a lot of opposition to the actual number of market-rate condos. The best approach to affordable housing is where it’s 10 percent of a new building; that way, there’s integration.

Grace Bennett is Publisher and Editor of Inside Chappaqua Magazine.

Zarah Kavarana, a Boston University sophomore majoring in journalism, was an IC intern this past summer and winter break. Special thanks to contributor Debra Hand for editing assistance.

*Please visit www.insidechappaqua.com to read the entire interview including updates about Code Red, “Community Conversation” opportunities, coyote control strategies and valuable lessons learned from campaigning.
Team New Castle Profiles

(All bios here and on pgs. 17 & 19 were supplied to Inside Chappaqua)

Town Supervisor
Rob Greenstein
Rob has lived in Chappaqua with his wife, Cindy, and their three children for ten years. His children attend Seven Bridges Middle school. Rob is a trial attorney at the law firm Greenstein & Milbauer, LLP in New York City. He founded this law firm in 1995, two years out of law school. Rob also currently serves on the Board of Directors and Executive Committee of the New York State Trial Lawyers Association. Rob ran for Town Board in 2011 on his own party line, Transparency in Government. During that election, he ran on a platform of the revitalization of New Castle's downtown business districts and the need for a Chamber of Commerce. Rob formed the Chappaqua-Millwood Chamber of Commerce in 2012. His work with the Chamber of Commerce demonstrates his commitment to the community, and willingness to fight for small business owners. Rob graduated from SUNY Binghamton in 1989 and from New York Law School (full scholarship) in 1993. Email: rgreenstein@town.newcastle.ny.us

Deputy Supervisor
Lisa Katz
Lisa has lived in Chappaqua with her husband, Steven and their two children for eight years. Her daughter, Arden, attends Bell Middle School, and her son, Spencer, attends Grafflin Elementary school. Lisa is an attorney at the Law Offices of Lisa S. Katz, PLLC in Mount Kisco, where she focuses on estate planning, elder law and corporate law. Lisa founded this law firm in 2011, after having worked both at prestigious New York City law firms and in-house at multi-national corporations, representing clients in all manner of business transactions, corporate compliance and SEC matters. Lisa firmly believes in educating the community on important issues, and will bring common sense and practicality to the Town Board. Lisa has been actively involved with the Leukemia and Lymphoma Society as well as with Gilda’s Club. Lisa graduated from both the College of Arts and Sciences and the Wharton School at the University of Pennsylvania in 1991 and from Fordham Law School in 1994. Email: lkatz@town.newcastle.ny.us

Councilman
Adam Brodsky
Adam has lived in Chappaqua with his wife, Cathy, and their four children for nine years. His children attend Westorchard Elementary school and Seven Bridges Middle school. Adam is an attorney, serving as Director of Commercial Properties and General Counsel for Buckingham Trading Partners, Inc., a family-owned real estate company with a portfolio of shopping centers, apartment buildings and office properties, including commercial property in Chappaqua. Adam has worked as a real estate attorney with the firm of Fried, Frank, Harris, Shriver and Jacobsen and was Director of Development and General Counsel for Gateway Colocation, a company offering services to telecom and internet service providers. Adam currently serves as Public Member of the Board of Directors of the Chappaqua Volunteer Ambulance Corp. and is a former member of the Muhlenberg College Board of Trustees. He has a vast knowledge of business negotiation and cost cutting. Adam has lived his entire life in Northern Westchester. He will bring his breadth of experience in the private sector to the Town at this critical time. Adam graduated from Muhlenberg College, B.A. and from the Benjamin N. Cardozo School of Law, J.D. with honors. Email: abrodsky@town.new-castle.ny.us

(L-R) Town Counsels Nicholas Ward-Willis and Edward Phillips and Town Administrator Jill Shapiro.
Councilman
Jason Chapin

Jason has lived in New Castle with his wife, Chrissy, and their three children since 1997. Their children attend Greeley high school and the Bell middle school. Jason is a program manager at The WorkPlace, a not-for-profit organization, and he manages a statewide program that helps people facing foreclosure increase their income and keep their home.

Jason has spent the past 20 years in job training while working for CUNY, SUNY and The WorkPlace. In addition, he serves on the board of the Child Care Council of Westchester and The Harry Chapin Foundation. Jason is a Deacon at The First Congregation Church of Chappaqua and a former coach for his kids’ baseball, soccer and basketball teams. Jason graduated with a B.A. from Colgate University and an M.B.A. from Fordham University. Jason previously served on the Town Board from 2000 to 2003. His major accomplishments during his first term include supporting renovations to the Community Center, Senior Center, Art Center, Town Hall and the train station.

He was also behind adding athletic fields at Gedney Park and Amsterdam and building the skate park. And, he helped pave the way for sidewalks along Rt. 133 in Millwood and Rt. 120 in Chappaqua and purchasing and preserving more than 200 acres of open space.

Jason was elected to a second term in 2011 and has focused his efforts on attracting more businesses to the Town to broaden the commercial tax base and making the Chappaqua and Millwood hamlets more merchant- and shopper-friendly. He has also concentrated on budget issues ranging from collecting outstanding taxes to increasing the reserve fund to maintaining the Town’s triple A bond rating to minimizing tax increases and staying within the tax cap.

Jason is committed to working closely with the new board members and expects to spend most of his time working on the Master Plan update, major land use projects, completing the sewer project for Yeshiva, Riverwoods and Random Farms, managing the Town’s finances and maintaining the overall high quality programs and services that residents enjoy. Email: jchapin@town.new-castle.ny.us

Councilwoman
Elise K. Mottel

Elise has lived in New Castle with her husband Mark and their two children for over 20 years. Both their children graduated from Horace Greeley High School. A partner at Seiden & Schein, P.C., a boutique real estate law firm based in Manhattan, Elise specializes in the representation of developers in a wide range of real estate transactions, principally in New York City, including the development and financing of affordable housing and mixed use projects, condominium and cooperative development, and acquisitions, sales and leasing.

Elise graduated with a B.A. in American Studies from Brandeis University and a J.D. from Hofstra University School of Law.

Elise has served on the New Castle Town Board for 10 years (January 1, 2004 to the present) and served as Deputy Town Supervisor from 2008 through 2013. She has focused on the revitalization of downtown Chappaqua, resulting in renovations at the train station, the South Greeley parking lot, the 120 bridge, the Gazebo, new crossings, sidewalks and other improvements. In Millwood, she supported improvements such as the 9-11 memorial, sidewalks and lighting, two new ball fields at Amsterdam Park and the new Gedney Park path.

Throughout her term, Elise concentrated on fiscal responsibility, insuring that the Town maintained its Triple A bond rating, staying within the property tax cap and minimizing tax increases while maintaining a high level of services, and on shared services with other municipalities (i.e., the Millwood Water Treatment Plant which is shared with Pleasantville) and the School district.

Elise is committed to working with the entire Town Board and staff to maintain the Town’s Triple A bond rating, increase the reserve fund and keep taxes within the property tax cap. She intends to lend her expertise to Town Hall and residents on a host of critical matters including the Master Plan update, completion of the sewer project along Route 100, and affordable housing.

Elise will continue her efforts to make New Castle a sustainable and “green” community, encouraging the use of “clean pass” cars, LED lighting, recycling, energy efficiency and “green buildings” and reducing our carbon footprint. Her priority is to improve communications from Town Hall, and she is excited about many of the new ideas proposed by Rob, Lisa and Adam to communicate with and engage New Castle residents. Email: ekmottel@town.new-castle.ny.us

And more Familiar Faces at Town Hall...
New Castle Democratic Candidates: What's on the Horizon?

By Ronni Diamondstein

After an unprecedented and contentious town election, Inside Chappaqua magazine caught up with the Democratic New Castle Town Board slate to find out their plans in 2014.

Former Town Board member John Buckley, an Associate Broker in Real Estate at the Douglas Elliman Chappaqua office, continues to help people find their dream home and sell theirs too. He remains committed to community service too. "Having volunteered for 14 years, I plan to return to the Chappaqua Fire Department as a first responder." Buckley is currently a member of the New Castle Community Media Center (NCCMC) Board of Directors and that of the Rotary of Chappaqua. With many years of experience on the New Castle Town Board, Buckley is committed to helping the new Town Board members in any way he can. "I want what's best for the town and my door is always open to them."

Mike Wolfensohn, who also has served on the New Castle Town Board in the past, doesn't let grass grow under his feet. He is among a group of residents who have started the Millwood Community Garden at the location of the former Millwood Swim Club. "During the campaign last fall when we went door to door, neighbors in the community asked about doing something on that property so I approached Town Hall."

Wolfensohn is a member of the Board of Directors of the Boys & Girls Club Of Northern Westchester and is involved with the National September 11 Memorial and Museum in lower Manhattan. "The museum opens this spring and I have been given a wonderful opportunity to be in the inaugural group of docents." Wolfensohn wishes the new Town Board well. "It's great what they are trying to do."

Penny Paderewski, in response to an inquiry from Inside Chappaqua, stated that she was unavailable to comment at this time. - Ronni Diamondstein
County Legislator and Chairman of the Board Michael Kaplowitz

Mike is an independent Democrat, fiscal conservative and small business owner. He has lived in Somers with his wife Jayne and their two daughters since 1989. Michael has represented the 4th District (Yorktown, New Castle and Somers) since 1998.

Chairman Kaplowitz previously served as Vice-Chairman of the Board and Chair of the Budget & Appropriations Committee. On January 6th, 2014, Michael was elected as Chairman of the Board. Mike has already delivered on his promise to ensure that each of the 17 members of the county board will hold a leadership position or committee chair for maximizing bipartisanship and legislative cooperation.

Mike played a critical role in the passage of the historic, bipartisan 2013 budget. Throughout his career in public service, Chairman Kaplowitz has earned a reputation as a Legislator who works diligently to foster an atmosphere of collegiality with all of his colleagues. During that time, Mike found and eliminated millions of dollars in wasteful government spending.

Mike Kaplowitz is a long-time environmentalist and immediate past chair of the County Legislature’s Environment & Energy Committee. Throughout his 16 years on the Board of Legislators, Mike has helped preserve over 11,000 acres of open space in Westchester.

Mike co-authored the Smoke-Free Workplace Act and led the legislative effort to keep the sewage fairness issue on the front burner for years, recently winning the long battle on behalf of Yeshiva, Riverwoods and Random Farms homeowners in New Castle. This victory will stop the current flow of partially-treated sewage from entering our drinking water.

Mike Kaplowitz has a long history of involvement in a wide variety of community and civic organizations, including the Volunteer Center, the March of Dimes Walk America, the American Red Cross and the Partnership Fund for Aging Services. Visit www.westchesterlegislators.com, or call, 914 995-2848.

State Assemblyman David Buchwald

David was elected to the Assembly in November 2012, and has passed seven bills in his first legislative session. He received a perfect score from the Environmental Advocates of New York, brought over $17 million in transportation and infrastructure improvements to his district, significantly increased state aid to local schools (including an 18.5% increase for the Chappaqua Central School District), and hosted Assemblyman on Your Corner events as well as a Small Business Forum to deepen the connection with his constituents.

Prior to joining the State Assembly, David worked in the tax department of the law firm of Paul, Weiss, Rifkind, Wharton & Garrison LLP, where he represented both business and pro bono clients in need of tax advice.

At the same time, he was a member of the White Plains Common Council where, for three years, he represented 57,000 residents of the City of White Plains. In that role, David was an advocate for the environment, senior citizens, and enhanced budget scrutiny. He also served as Chairman of the White Plains Traffic Commission.

After graduating from Yale University, where he received a B.S. in Physics, David worked for three years at the Manhattan offices of NERA, an economics research firm headquartered in White Plains. David then went on to receive a J.D., cum laude, from Harvard Law School and a Masters of Public Policy from the John F. Kennedy School of Government.

In addition, David has been on the Board of Trustees of the White Plains Historical Society and served as Chairman of the Metro-North Railroad Commuter Council (MNRRCC), an oversight and advisory body that seeks to improve the railroad’s services and responsiveness to the needs of riders. David grew up in Westchester and has lived in White Plains for twelve years, where he currently resides with his fiancée, Lara.

“Assemblyman on your Corner”

“I want to make sure it’s as easy as possible for folks to discuss their concerns, ask questions and work with me to solve problems related to State government,” David stated about this series. “One of the great joys of my job is hearing your opinions and helping people navigate state agencies on matters ranging from housing and growing businesses to taxes and the DMV.”

The district David serves includes the towns of Bedford, Harrison, Lewisboro, Mt. Kisco, New Castle, North Castle, North Salem, Pound Ridge and the city of White Plains. Any resident can communicate their questions or concerns by emailing buchwald@assembly.state.ny.us or calling 914 244-4450.
Skyview
Striking modernist residence built to perfection. Beautiful manicured lawns, terraces, fountains, garden pools and pond. Pool with spa and waterfall, poolhouse, and tennis court. 18th century farmhouse and two bedroom caretaker’s apartment. Sub-division in progress. WEB# CQ816265 CHAPPAQUA $7,900,000

An Incomparable Setting
1.73 acres in Lawrence Farms East with lush gardens, stone work, brick patio, magnificent pool and spa. State-of-the-art custom kitchen with breakfast area and brick fireplace. Exquisite and luxurious-perfect for grand entertaining or intimate gatherings. WEB# CQ872522 CHAPPAQUA $2,695,000

Stunning Design
European Contemporary designed by renowned architect Keith Kroeger. Dramatic interiors include living room with 14 foot ceilings, sleek kitchen, five en-suite bedrooms, expansive bluestone terrace. Situated on 6.2 acres abutting Glazier Arboretum. WEB# CQ835421 CHAPPAQUA $1,995,000

Impressive and Unique
Completely expanded and restored this home is both magical and unique. Enjoy grand entertaining from the formal living and dining rooms, and oversized great room. Relax in your own private master suite with balcony overlooking 2 acres of gardens. Gated entry. WEB# CQ849611 CHAPPAQUA $1,825,000

Tradition With A Twist
Expertly crafted four-bedroom Colonial offers living room and family room with fireplaces and master bedroom suite. Elegant, light-filled cook’s kitchen and a wealth of amenities to ensure year-round comfort. 1.35 acres in neighborhood setting. WEB# CQ888253 CHAPPAQUA $1,475,000

Random Farms
Dramatic, light-filled spaces complemented by a wealth of amenities in this outstanding modern home. Unique architectural details, on three levels. Private lushly landscaped property with pool, borders forever green space. HOA clubhouse, tennis, pool. WEB# CQ888391 CHAPPAQUA $1,395,000

Pristine Colonial
Stunning Post Modern Colonial. Two-story entry hall, cathedral ceiling family room/fireplace, formal living and dining rooms, dine-in kitchen, tray ceiling master bedroom. Large deck overlooks lush property. Three-car garage. Pool, tennis, clubhouse. WEB# CQ888011 CHAPPAQUA $1,250,000

The Exclusive World-wide Reach of Five Global Networks.
The Local Expertise of The Market Leader.
Chappaqua Classic
Totally renovated Classic Colonial on one acre in cul-de-sac neighborhood. Custom chef’s kitchen, designer baths, master suite, oversized bedrooms with vaulted ceilings and skylights. Lower level family room, bath and office. Close to Gedney Park.
WEB# CQ879195 CHAPPAQUA $1,149,000

Welcome Home
Spacious, light-filled five-bedroom Colonial on 2+ acres. Easy entertaining flow. Numerous upgrades include: Rutt kitchen, family room with fireplace, screened porch, luxurious master bath and new windows. Belgian block lined courtyard driveway.
WEB# CQ854626 CHAPPAQUA $979,000

Orchard Hill
A rare opportunity live in a true work of art. Six private acres with sunset vistas, dramatic entertaining rooms, a media room, luxurious master wing and an infinity pool. Private and unique country retreat designed by world renowned architect Richard Meier. WEB# CQ834840 CHAPPAQUA $3,495,000

Elegance Defined
Hilltop Center Hall Colonial offers distant sunset views. Top-of-the-line kitchen, family room with fireplace, and French doors open to two decks and patio. Luxury master suite with oversized dressing room. Beautifully appointed and gracious flow throughout.
WEB# CQ848229 CHAPPAQUA $1,795,000

Comfort and Quality
Renovated in 2009, this custom Colonial offers an open floor plan and elegant details. Fireplaces in living and family rooms, state-of-the-art kitchen with breakfast area, master suite, two lower level recreation rooms. Set on 1.15 acres close to town.
WEB# CQ888374 CHAPPAQUA $1,575,000

Easy Living
Sunny rooms, an open flow and dramatic architectural moldings define this stunning home. Living room with fireplace, gourmet kitchen, family room, library, four bedrooms and au-pair suite. Set on magnificent level property with Gunite pool/fountain and hot tub.
WEB# CQ888254 CHAPPAQUA $1.575,000

Picturesque Setting
1927 Dutch Colonial offers charming period detailing, five bedrooms, living room with fireplace, kitchen with door out to large deck, luxurious master bedroom with marble bath. Set on park-like property in sought-after Treeholme neighborhood. A short distance to town.
WEB# CQ874367 CHAPPAQUA $949,000

Chappaqua Brokerage 914.238.4766 | HoulihanLawrence.com
Compassion and Comfort

Beecher Flooks Funeral Home, Inc.
Proprietor: Bill Flooks, Jr.
In Business Since: 1928
www.beecherflooksfh.com

Services: Funeral and cremation services and preplanning of funerals.

Background: Bill Flooks, a New York State Licensed Funeral Director for over 30 years, is also a second generation funeral director following in his father’s footsteps. He attended the American Academy McAllister Institute of Funeral Service where he received a degree in Mortuary Science, and purchased the Beecher Funeral Home in February of 2004. In addition, his son, Billy, is working with Bill as a third generation funeral director.

Greatest Strengths: “My ability to comfort and guide people through the funeral process during one of the most difficult times of their lives,” says Bill. “Compassion and a true feeling for the people is essential during these times,” he states. “We have helped so many people through a very difficult time, and for that, they are very grateful.”

Toni DiMichelo
Real Estate Salesperson
Consistent Award Winner since 2000
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Managers/Opticians:
Jaime Herman & Jill Magro

Optometrist:
Dr. Janet Woo

In Business Since:
August 1999

www.eyedesignsarmonk.com

Background: Eye Designs of Armonk is now in its 15th year of providing top quality service to Armonk and the surrounding communities. Owners Len Captan and Sharon Decker are proud to have always entrusted Jaime Herman and Jill Magro with running the business. Jaime and Jill have over 40 years of optical experience combined. Jaime’s love for his profession can be summed up best in his own words; “I truly believe the eyewear we sell is a reflection on the patient and a reflection on us.” Jill’s pursuit of perfection when it comes to people’s eyes is matched only by her keen sense of style. In the Armonk community, Jill has become known for her ability to fit kids and adults of any age with contact lenses. Dr. Janet Woo brings her expertise in Optometry along with a Masters in Nutrition to every eye exam, offering a unique ability to address your ocular needs and health concerns.

Greatest Strengths: We take pride in the ability of our experienced staff to help find the styles that complement each patient’s face and match their personalities. Jaime and Jill specialize in combining expert eye care with a discerning sense of fashion, but it’s the high value they place on excellence and customer satisfaction that keeps everyone coming back.

Customer Service: Customer service is a top priority at Eye Designs. Product quality and selection, as well as product knowledge are also of the utmost importance. Patrons appreciate the relaxed and friendly atmosphere.

Special Plans: Eye Designs will be hosting its annual Oliver Peoples Trunk Show in the Spring. This spring we will be introducing Oliver Peoples West, an exciting new sunglass line. Additional plans are in the works for a Chanel trunk show. We will continue to seek out the highest quality and latest fashion trends in eye wear from around the world as we visit trade shows throughout the year.
“An Angel to the Town”
Town Justice Douglas Kraus
By Sarah Ellen Rindsberg

Normally, it would be hard to imagine how a corporate lawyer, working thirteen hours a week, would find time to volunteer. When the subject in question is Douglas Kraus, it is perfectly understandable. This is a man who possesses limitless energy and places a high value on public service.

When Gray Williams mentioned his finding that Kraus is “an angel to the town,” this reporter’s interest was piqued. How could it be that this town was so blessed yet few knew they were living among such a generous spirit? During the nearly 20 years that he has served as Town Justice, Kraus has donated his salary to projects designed to enhance the life of its residents, preserve historical venues and beautify the town.

In choosing where to donate the funds, Kraus often turns to his wife Alice for guidance. When she served on the recreation commission in the 90s, Alice mentioned the need for a playground at Gedney Park. Today, this spot continues to attract many a restless youngster and caregiver. Other contributions have funded the pocket park (nestled in between the row of storefronts including Sarah Lawrence and Sotheby’s International Realty on North Greeley Avenue) and the first bus providing transportation for seniors. The Northern Westchester Hospital and the ambulance corps have also benefited greatly.

One of the major recipients is the New Castle Historical Society. Kraus shares Williams’s interest in preserving the town’s cemeteries and serves on the board of Fair Ridge Cemetery. “That’s our local history,” Kraus notes.

“...There is a lot of interesting history right in our midst.” He also mentions a burial ground on the west end of town where freed slaves are interred. Another project, the refurbishment of Horace Greeley’s statue, is completed thanks to Kraus’s generosity.

His decision to place a high priority on public service stems from several early memories. In 1961, President Kennedy pronounced these formative words: “Ask not what your country can do for you—ask what you can do for your country.”

“I heard these words at an early age and they made an impression,” Kraus recalls. In addition, his father served on the nominating committee for the Chappaqua school district and his mother was very involved in the community. “My parents enforced the importance of doing public service.”

In describing his role as town judge, Kraus is exuberant: “It could well be the best job I’ve ever had. It’s terrific to be able to do something that’s useful to the community.” The judgments he delivers from the bench reveal Kraus’s understanding of the impact of a sentence on an individual and on society. The way in which cases are dealt with “can make a difference in a person’s life,” he observes. “Often times, we’re able to get people into rehab or other treatment programs to help them get on a more constructive path.”

Kraus’s professional life also bears the imprint of his dedication to public service. He retired recently from Skadden Arps, a firm which has always placed a high importance on pro bono work. In the 1990s, Kraus chaired the firm’s pro bono committee. He has also served on the boards of the Legal Aid Society and the New York Lawyers for the Public Interest.

Those who know and work with Kraus in the community sing his praises. When Dick Burns was Town Supervisor, Kraus served on the town board. “I can’t think of anyone I would rather work with than Doug,” Burns says. “He’s extremely bright and has a good sense of humor.” An appreciative Gray Williams chimes in: “He’s generous and public-spirited.”

Sarah Ellen Rindsberg admires the dedication and enthusiasm demonstrated by Justice Kraus.

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Carolyn Simpson Photo
Residing Town Justice Douglas Kraus introducing Congresswoman Nita Lowey at January’s Town Hall Swearing in ceremony.

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New Castle Physical Therapy and Personal Training

Proprietors:
Adam Pliskow, PT, MSPT
Matt Marucci, PT, MSPT, OCS, CSCS

In Business Since:
July 2007
www.newcastlept.net

New Castle Physical Therapy is dedicated to providing quality healthcare in a professional and compassionate manner. We schedule one client per hour to ensure superior service and optimal results. The clinic has a welcoming atmosphere with state-of-the-art equipment. Our experienced and knowledgeable staff is committed to helping you achieve your rehabilitation and fitness goals.

www.newcastlept.net

Background: Owners Adam Pliskow and Matthew Marucci are licensed physical therapists and reside in Central Westchester. Established in 2007, New Castle Physical Therapy and Personal Training was founded with the mission to deliver the highest quality rehabilitation and fitness conditioning to our clients.

Greatest Strengths: We are a physical therapist owned facility: our personal approach allows us to cater to the needs of our clients. To ensure superior service and optimal results we only schedule one client per hour.

Customer Service:
“My physical therapy sessions at New Castle PT have benefited me in three ways. First and foremost, I have been helped physically. Second, I have learned how better to take care of myself and the arthritic issues that I have. And finally, I have become convinced that if I faithfully put to use what they have taught me, I can avoid big-time surgery. I am most grateful to them on all three counts.” — “Creaky” from Armonk

Special Plans: New Castle Physical Therapy is proud to announce that we have recently acquired certification through the Hospital for Special Surgery as a facility with Advanced Hip Clinicians. We are one of only four facilities in Westchester with that distinction.

New Castle Physical Therapy is thrilled to again be helping out with The New Castle 10K Road Race. As New Castle Physical Therapy partner Matt Marucci notes, “One of the goals at New Castle Physical Therapy is to contribute to the community in a positive manner. This is a wonderful community event and we look forward to being associated with it for years to come.” For further information and to register to participate, please contact the Town Recreation and Parks Department at (914)238-3909 or e-mail: recnpark@town.new-castle.ny.us.
Maria Fareri Children's Hospital is a special place that has been treating kids in the area for over 30 years. “If you look back when our division first started, the outcomes for kids with pediatric cancers in general were not as optimistic as they are today,” said Jessica Hochberg, M.D., assistant professor of pediatrics in the hospital’s pediatric hematology/oncology and stem cell transplant division.

Especially in the last 20 years, there has been incredible progress in the doctors’ ability to treat the kids. “With newer agents and approaches, we are turning the table to curing the majority of pediatric cancers in a way that is not devastating to the rest of their health and they are growing up to be healthy, happy, productive adults with families and careers,” said Hochberg. Kids tolerate therapies well with few exceptions and get back to school and other activities in time, she added.

“The best example is pediatric leukemia because back in the 1950s and 60s that disease was uniformly fatal and there was not much we could do; now, with newer agents and combinations of medicines today, we are curing over 90 percent and we can do it without radiation or high dose chemotherapy,” said Hochberg.

Little Heroes
The doctors describe these kids as heroes and are glad to offer them a team of assistants in the fight including nurses, social workers and clinical coordinators. Kids come back doing well after they are done with treatments and are sometimes proclaimed as cured. It is rewarding for the doctors to watch them grow healthy and transition into adults. Every child tackles a different quest.

“The most common cancers in pediatrics are the leukemias, in particular acute lymphoblastic leukemia, closely followed by various brain tumors for which there is also a lot of progress made in surgical techniques, radiation techniques and chemotherapy combinations,” said Hochberg.

The statistics may alarm you. “Childhood cancer occurs regularly, randomly and spares no ethnic group, socioeconomic class or geographic region,” said Gillian Kocher, public relations director for Alex’s Lemonade Stand Foundation for Childhood Cancer. Families rely on the politicians to keep research funded and on the scientists to continue the good work they are doing. “Worldwide, an estimated 263,000 new cases of cancer affect children under the age of 20 each year,” said Kocher.

It’s a small number of kids who get cancer compared to adults but pediatric oncology centers have been able to collaborate nationally and internationally to find clinical trials and share information, expertise and treatment strategies. “This way we can identify best combinations of treatments and the treatment becomes uniform throughout the country at the different centers,” said Hochberg. Some kids’ tumors are more resistant than others but there has been a big development of supporting research that looks at the specific biology of tumors and determines what made the tumor cell become a cancer cell. It is used to identify new targets and drugs to use.

There is a lot being investigated such as biological differences that can vary even among the same disease patient to patient. With two patients with the same disease and biology, one may do well and another will not. “There is still a great deal we have to learn about why that is but I always tell families that there was nothing they did to cause it and there is nothing they can do to prevent it,” said Hochberg.

The most dramatic trend is the number of cancer survivors doctors are seeing as they get better treatments. “An interesting direction the field is going is how to deal with the later effects of chemotherapy or radiation treatment in childhood as an adult,” said Hochberg. New treatment options tend to have less toxicity on the healthy tissues in the body. “Exciting developments that we are actively researching and participating in here are looking at cellular and antibody therapies and manipulating the immune system to better fight off the cancer,” she added.

The community is supportive of patients and has done blood drives and fundraising to help with medical costs. They are also interested in the new findings. “There are a lot of cellular treatments where we can take immune cells from the patient or sometimes from a donor and manipulate those to become cancer-fighting cells and give those back to the patient after we have manipulated them in various ways,” said Hochberg. This has been well-tolerated.

The “Take Home” Message
Doctors want the take home message to be that although they realize childhood cancer is scary, they do plan to cure kids. “We want to be as open as possible while at the same time always giving them hope and reassurance that we will get them through this,” said Hochberg.

Often the fear of what the treatment will be is usually worse than the treatment itself. When patients have a great response to therapies, doctors see relief and fear subsides.
Doctors highlight that pediatric oncology is such a different field today than it used to be. “The biggest misconception is that obviously this is a devastating disease that you would never want your child to go through but I think people need to know that from the time they were kids compared to now it is so different and really is a field full of hope and good much more than the sadness that comes along with it,” said Hochberg. Families are encouraged to get involved and spread the word about research efforts.

Jamie Lober, President of Talk Health with Jamie, is a nationally known speaker and writer with a passion for providing information on health topics A-Z. She can be reached at talkhealthwith-jamie@gmail.com.
Giving is an incredibly fulfilling experience. The knowledge that the time and financial resources donated enable people to better their lives makes it even more powerful. The United Way of Westchester and Putnam Women’s Leadership Council provides an exciting new way for those looking to contribute.

Naomi Adler, President and CEO of the United Way of Westchester and Putnam, reflects on the process which led to the genesis of the WLC. She recalls a discussion during United Way’s 50th anniversary in 2012 in which it was decided to “launch some new initiatives to tell people about United Way.” Affinity groups are identified as the best vehicle to achieve this goal. Adler notes that the majority of contributors in the philanthropic arena are women; women, she notes, prefer giving in groups with other women. When the recipients of such generosity are women and children, the level of engagement grows significantly.

During the formation of the WLC, member and Chappaqua resident Alyzza Ozer, Senior Vice President of Resource Development and Community Engagement at United Way of Westchester and Putnam, recalls the “analysis to determine which niche wasn’t being addressed.”

“Teach me to Fish” and “Smartstart”
The following statistic plays a major role in the selection of the WLC’s focus: Forty-five percent of single mothers in Westchester with children under the age of five are living below the poverty level—$23,000 a year for a household of four people on a nationwide basis. Two programs are designed and implemented by WLC: Teach me to Fish, for job training and Smartstart, for literacy development among at-risk elementary school children.

Last year, over 800 people received job training through Teach me to Fish. Its effectiveness is evident in this number: 70, the percentage of those who located work in the first year after completion of the program. Adler highlights another aspect which is greatly appreciated by members: “Very often, people give to philanthropies and they don’t get to experience who they help. This is giving something very specific where they’re helping people right around the corner.”

Volunteer participation in both programs is key. In Teach me to Fish, members choose from a variety of roles. Some serve as mentors while others offer the opportunity to practice interview skills. In Smartstart, the reading buddy project pairs volunteers with at-risk elementary school students. Volunteers work with students on a weekly basis or as often as their schedule permits. In the spring a mentoring program will be held for those interested in Teach me to Fish.

Ozer points to the appeal of WLC for those looking to contribute: “It’s not just writing out a check. Women want to be involved in what they’re nurturing. They like to donate their time and energy and be advised on the returns they’re getting.” WLC volunteer opportunities are plentiful and quarterly updates are sent to all members.

Enthusiasm reigns among the members of the WLC. This incredibly talented group includes stay-at-home moms as well as those working outside the home. Randi Brosterman, a principal with Deloitte Consulting, has expanded her involvement with the United Way of Northern Westchester to include the WLC and appreciates the dedication of the members. “It’s a very energetic group, passionate about giving and giving back,” she observes.

There are many success stories attributable to the skills imparted in Teach me to Fish. Johanna Cotto, a mother currently caring for her child who has Type 1 diabetes, enrolls in the program to develop her expertise in order to secure a position as a home health care aide. “If I had gone to a college to try to take a training this way and I had to pay tuition, it would’ve definitely been a problem because I would not have been able to pay for it,” says Cotto. Information on accessing the services offered by WLC is available by calling the 2-1-1 helpline.

To become a member of WLC, contact Ozer at 914-667-9700 x725, or type uwwp.org and click on “join.”
“Fitness Fusion” Comes to Irvington

Method Fitness
Irvington, NY
Proprietor: Dawn Grande
GRAND OPENING: February 8, 2014

Services: A longtime resident of Irvington, Dawn Grande has been sharing her fitness training expertise and joyful approach to well-being with Westchester area organizations and individuals for more than seven years. She will soon be celebrating the grand opening of Method Fitness her state-of-the-art, fitness studio located at 49 Main Street, Irvington, on Saturday, February 8th. Day # 1 will trumpet the arrival of the Lagree Method (TM) to the Hudson Valley. Known as “the ultimate, core strength workout,” the Lagree Method delivers a flexibility, cardio and strength training regimen on the Megaformer 3 (TM). It is the next evolution in total-body, low-impact workouts for men and women, ages 14+. www.lagreefitness.com

Greatest Strengths: Dawn is introducing a unique training experience that “builds strength, endurance, alignment and core stability without adding excess bulk. It’s Pilates meets cardio meets strength training. Also, it has to be consistently safe and fun.” She could not be more excited about sharing “the ultimate evolution of fitness fusion.” For more info, or to make a reservation, visit: www.methodfitness10533.com

Quality, Consistency and Integrity in Gourmet Seafood

La Mer Gourmet Seafood
Proprietor: Ed Wechsler
In Business Since: 1989
www.lamerseafood.net

Products and Services: La Mer offers a large variety of freshly hand-selected seafood products daily. We have incredible hot seafood entrees, delicious soups and lunches such as Salmon-pesto Monterey on toasted Ciabatta, Colossal Lobster rolls, and Shrimp Po’Boy Wraps. In addition, we offer many speciality items from Eli’s and Balthazar Bakeries, Gluten-free locally produced cookies, Winchell Moutain Organic Coffees, homemade marinades and dry rubs. Incredibly garnished Platters-To-Go and Full Service catering from Country Elegant to Zen Casual! Bonus: A next day knife sharpening service!

Greatest Strengths: Consistency of quality products and knowledgeable and courteous service.

Special Plans: We will be offering more gourmet food items like healthy Quinoa salads, fried flounder and extraordinary crab cakes. Please visit us at www.lamerseafood.net for our holiday/catering menus. As your local “go-to shop” for the finest and freshest seafood, we welcome you stopping by the shop, and also interacting with us and fellow patrons through social media!

La Mer
A Gourmet Seafood Market
Fresh fish hand picked and prepared by Ed Wechsler, Fishmonger Extraordinaire!

• Healthful Seafood entrees, sides and salads
• Gluten free and vegan soups and desserts
• Lobster Rolls and Dinners to go

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Kid Fitness, Jodi Style

Services: For more than 30 years, Jodi's Gym has provided hundreds of thousands of children with an early foundation in movement education through nurturing and fun classes, parties, and camps for children 9 months to 12 years of age. Through age appropriate and developmentally sound curriculum, children develop strength, balance, coordination, flexibility, focus, and discipline.

Greatest Strengths: Jodi's Gym hires and trains "the absolute best people, far surpassing industry standards," states Jodi, who holds a Masters degree in psychology. She began her gymnastics training in the sixth grade and went on to compete at the collegiate and national level. "We deliver the love, the patience, the enthusiasm, the passion, the knowledge and expertise needed to maintain and deliver the ultimate in children's programming."

Special Plans: New Spring Offerings will include: Expanded free open playtimes for members; NEW drop in playtimes for all non-members under a year old; Totally Tumbling: a tumbling only class for students in grades 1-4; even more family events; family concerts and family fundraisers; a Big Valentine’s Day Party; shorter mini sessions of Jammin at Jodi's music classes; TGIJ: Friday night drop off for kids 3-8 years old; and an expansion of Jodi’s to Go which brings fitness and gymnastics to day care programs, schools, camps, and underserved populations.

Make yourself perfectly clear.

Our award-winning full-service marketing and public relations team helps businesses and nonprofits stand out from the crowd.

Co-Communications
914.666.0066
www.cocommunications.com

Award Winning, Full Service Marketing Communications

Co-Communications is a full-service marketing communications firm with offices in Mt. Kisco, NYC, and Hartford, CT. The agency serves local and national clients across diverse industries including real estate, education, hospitality, healthcare, non-profits and professional services. Representative services include Strategic Marketing Plans, Public Relations, Social Media, Website Development, Direct Mail, and Advertising. A strong partnership with clients coupled with a dynamic agency culture boasting top talent are key ingredients to success.

By integrating traditional communication techniques with cutting-edge technologies, Co-Communications develops strategies that align with its client’s core objectives and deliver hard-working, cost-effective programs that maximize their investment. With laser-like focus on creative strategies, unique solutions, and superior results, the firm’s award-winning marketing campaigns include Garrett “Best of Show” award (2002, 2010, 2012), multiple Advertising Club awards, and PRSA Mercury “Best in Show.” Co-Communications was awarded PRSA Best Practitioner of the Year (2013), Forbes Enterprise award (2006) and was inducted into the Westchester Business Hall of Fame (2008).

Co-Communications, Inc.
Proprietor:
Stacey Cohen
In Business Since:
1997
www.cocommunications.com

Award Winning, Full Service Marketing Communications

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Our award-winning full-service marketing and public relations team helps businesses and nonprofits stand out from the crowd.

Jodi’s Gym
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Jodi’s Gym

For Kids 9 mos-12 yrs
32 yrs. of Fun, Friends, & Fitness!
teeny tumblers • mighty muscle movers
rockin’ rollers • Jodi’s Jumpstart
tumbling tots • funtastic gymnastics
totally tumbling • motion evolution
jodi’s to go • open play time
holiday camps • summer camps
great perks for members
best birthdays ever!

www.jodisgym.com
25 Hubbels Dr., Mt. Kisco  •  914.244.8811

Kid Fitness, Jodi Style

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Looking at Beautiful Products and Services:

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Products and Services: We are a full service fine jewelry store in the heart of Armonk. We have a wide variety of fine jewelry, fashion jewelry, gift items and accessories. We also have a great selection of personalized jewelry including diamond name plates, monogram necklaces and initials. We want our customers to look and feel beautiful at any price point.

Greatest Strengths: Spending time to get to know all our clients and what their needs are in a warm and friendly environment. We are jewelry designers, so we can customize and design the perfect piece of jewelry. If we don’t have something in stock, we will search high and low to find what our customers want!

Special Plans: We have an amazing new selection of unique diamond designs that make the perfect Valentine’s Day Gift. We have a wish list, so she can pick out exactly what she wants! Come spring and Mother’s Day, we are planning several great trunk shows, a registry event and even a spring sidewalk sale!

ROCKS Family Clothing and Footwear
Proprietors: Michael and Lloyd Kushner
In Business Since: 1987
www.squiresny.com

Products and Services: Squires Family Clothing and Footwear is a friendly, neighborhood business offering brandname sportswear, outerwear, footwear and accessories for the whole family. Top brands from Patagonia, Northface, UGG, Merrell and Quicksilver to Tommy Bahama and Vineyard Vines line the racks. And that’s just to name a few.

Greatest Strengths: “Our ability to carry a diverse range of interesting, quality merchandise that is available all year round is what makes us special,” says Michael Kushner. “We also provide the experienced, qualified sales staff to help our customers make the right choice and find what they need.”

Special Plans: Squires is stocked up for ski season and vacation time with a complete selection of ski wear from Spyder, Northface, Arc’teryx, Burton, Sorel and Smartwool. They also have a wide selection of cruisewear to accommodate any vacation.
Meet Cindy Glynn of Raveis

A Team Player’s Personal Attention Yields Success for Homeowners—whether Buying or Selling your Home!

by Ronni Diamondstein

Integrity, trust, and personal attention are three words that define Cindy Glynn’s business approach. Cindy, a real estate agent at William Raveis Real Estate, has the passion, attention to detail, and commitment to great customer service that makes her an award winning realtor.

Real estate runs deep in Cindy’s blood. In 2001, she left a corporate marketing position to follow in the footsteps of her mother and grandmother who both had successful careers in real estate. Cindy, who grew up in neighboring Briarcliff Manor, currently lives in Chappaqua with her husband and three children and knows the town intimately. “Because I live in Chappaqua, there are times when my personal and professional lives intersect. Having children in the school system and being involved in the community, helps me to stay intimately connected to the day to day in Chappaqua,” Cindy explained.

William Raveis, the #1 family-owned real estate company in the Northeast, opened its doors in Connecticut in 1974 and today has 91 offices in five states. Raveis expanded to Westchester in 2010 when it assembled a team of some of the highest producing agents, Cindy Glynn being among them, to launch its Chappaqua office at 75 N. Greeley Ave. “We are an impressive group,” says Cindy. “And, while we all work together, we work as a team to benefit our buyers and sellers.

For example, when pricing a home, multiple agents walk through the home and provide independent evaluations which result in more accurate pricing.” Cindy points out another feature that she believes sets Raveis apart from some of the other real estate outfits. “Because Raveis has mortgage and insurance divisions, the firm can help a client to meet all their needs through their home buying process, making the process easy and seamless.”

Cindy, who has now been a multi-million dollar producer for several years, explained her own personal approach to the business. “I consider my greatest strength to be my ability to understand the buyer’s as well as the seller’s interests, and align them.”

Cindy explained that the real estate business has changed dramatically with the technological advances over the past several years. Internet sites such as Realtor.com, Trulia and Zillow have impacted the home buying process by giving buyers an enormous amount of information.

A Glynn Must Do Tip: Light and bright sells. “De-clutter, de-clutter, de-clutter.”

Cindy continued, “Information can be misleading and sometimes inaccurate. For this reason, it is more important than ever to have a knowledgeable realtor who can clarify and help the buyer interpret the data. That’s where I step in to guide them.”

Today’s real estate market also requires buyers and sellers to be well versed on industry trends and community specific information. “Over the years the process of buying a home has become more complicated,” says Cindy. “As a seasoned professional, I guide my clients through the process—educating them on the environmental and regulatory issues which often arise.” Using vast resources available to her through her relationships with architects, engineers and the town building department, she is able to anticipate potential problems.
like those with certificates of occupancy and building permits.

“My philosophy is to do my homework, examine the building records and educate my sellers to avoid issues that could delay a closing.” Cindy also works with her clients to stage their homes. Cindy enthusiastically commented, “It’s amazing how even a modest amount of work beforehand can result in tens of thousands of dollars increase in the ultimate sale price. Light and bright sells. De-clutter, de-clutter, de-clutter.”

When asked what Cindy finds most gratifying about her job, she replied, “Whether I am representing a $2,000 rental client or a two million dollar sales client, I give them the same devotion and personalized attention. It is difficult to select a home and just as difficult to prepare a home for sale. I equip all my clients with the information necessary to make the right decisions. It makes me feel good that my clients know that our relationship will last long beyond the closing. The many referrals I receive are the greatest thank you I can ask for.”

As the new year begins, Cindy Glynn continues to be optimistic about the housing market in Chappaqua offering this statistic, “In 2013, 216 Chappaqua homes sold versus 131 homes in 2012. This illustrates the great recovery in the housing market that occurred in 2013, a trend we expect to continue in 2014.”

Ronni Diamondstein, owner of Maggie Mae Pup Reporter™ is a Chappaqua based freelance writer, PR consultant, award-winning photographer. Visit Maggie Mae’s blog at www.maggiemaepup.com

“Information can be misleading and sometimes inaccurate. For this reason, it is more important than ever to have a knowledgeable realtor who can clarify and help the buyer interpret the data. That’s where I step in to guide them.” Cindy Glynn

A captivating Contemporary home in Chappaqua at 24 Attitash Street - $1,325,000

Veterinary Care at Home

Products and Services: No Place Like Home Veterinary Care is a veterinary house call service for dogs and cats in northern and central Westchester County. Dr. Rachel Kleiner is dedicated to treating your pets like the special members of your family that they are, in the comfort of their own home. Services include complete physical examination, pet vaccinations, diagnostic and laboratory procedures, end of life care (hospice and euthanasia), and access to our online pharmacy.

Greatest Strengths:
Dr. Rachel Kleiner prides herself on being compassionate, providing the highest quality veterinary medicine and developing strong relationships with both her patients and clients. After practicing for over eight years, Dr. Kleiner felt that evaluating animals in their home environment would provide a better understanding of their overall lifestyle and how they interact with their human and animal family members. You and your pet will receive personal attention and can rest assured that all your concerns for your pet will be heard.

No Place Like Home Veterinary Care
Proprietor: Rachel Kleiner, VMD
In Business Since: 2013
noplacelikehomevetcare.com

Rachel Kleiner, VMD

Please call or email for an appointment!
914-582-2211
info@noplacelikehomevetcare.com
www.noplacelikehomevetcare.com
I love to be with my owner, and when she takes me along with her to shop, I couldn’t be happier. I have been tagging along with her since I was a puppy, because our trainer said I needed to be socialized. This meant I got to meet a lot of people, and most of them were friendly. She also took me to many of the stores in town, which was exciting. Every store has new and different sights and smells. And because I am so small, I sometimes travel in a little tote bag, which is fun because I can see things that would be high over my head when I was on the floor.

I regularly go to the bank with my owner to deposit my paychecks. Everyone there seems happy to see me. My friend Finn, a Wheaten Terrier also likes to go to the bank with his owner. Finn says he likes seeing the people at the ATM in the vestibule.

When my friend Rocky, a Black Labrador Retriever was a puppy, he went everywhere with his owner. “She didn’t like to leave me home and I loved going with her,” says Rocky. “Now I have a big waggy tail that can be a problem in a crowded store, so my owner always asks before she takes me inside.” Some say yes and some no, but Rocky isn’t insulted if he can’t go in.

My friend Poppy, a Labradoodle and Pet Therapy Dog in training is well socialized and likes to go to the Farmers Market where the friendly vendors treat her to samples of cheese. “I am too big to fit in a handbag, so I don’t go into most stores,” she says.

I have had some good experience shopping, but once in a while encountering another dog can be unpleasant. Recently I was in a shop and a feisty big dog came in. His owner wasn’t paying attention to him and the dog was on a flexi-lead, which is only good for dog parks—not for a place with high traffic. He wanted to play and got right in my face. I knew that was wrong so I let him know it with a quick bark, which I usually don’t do in a store. My owner picked me up to get me away from the aggressive dog.

Dog owners who want their shopping experiences to be fun for them and their pets need to start socializing their dogs when they are still puppies and remember to follow good pet etiquette rules. Here are some “Do’s and Don’ts” to help you.

• Take your dog for a walk before you go shopping so he/she doesn’t have the need to do his/her “business” when you are in the store.
• Ask first and if a sign on the door says, “No Dogs,” realize that they mean it.
• Shopping can be stressful for your four-legged friend. Watch for signs that your dog needs a break.
• Please leash your dog, no matter how big or small. (No extension leashes—you need to be in control)
• Bring along water, a water bowl and snacks if you are going shopping for a long time.
• No barking. It can scare people.
• Keep your dog close to you and out of the way of other shoppers.
• Bring along paper towels and “poop” bags just in case there is an accident.
• Be prepared to leave if your dog causes a commotion.
• Reward your dog for good behavior while you shop. Treats are always appreciated for good sitting, staying and walking nicely in a crowded store.
• Remember that not everyone shares your pleasure in your dog’s company.

It’s great to live in such a dog friendly town. It’s more fun to go with your owner than stay home or be left in the car. I hope my tips help you to help your dog be a good canine citizen shopper.

Contact Maggie Mae Pup Reporter™ at maggiemae10514@gmail.com

Maggie Mae lives in Chappaqua with her adoring owner Ronni Diamondstein, who, when she isn’t walking Maggie is a freelance writer, PR consultant and award-winning photographer. Visit Maggie Mae’s blog: www.maggieaepup.com
Exceptional Veterinary Care in the Comfort of Home

Products and Services: We offer high-quality veterinary care in the comfort of your home, minimizing stress for both pets and owners. Our practice provides a level of convenience that accommodates the busiest lifestyles, and allows owners easy access to caring and affordable veterinary care for their pets.

Greatest Strengths:
As a full-service practice, our house-call offerings include well and sick visits, vaccines, diagnostic lab work, laser therapy, etc. We have a traveling/dispensing pharmacy and deliver medications to the home. For those pets requiring X-ray or ultrasound, dentistry or surgery, we offer pickup and return services to our treatment center in Yorktown, where we perform these procedures ourselves.

Special Plans:
This spring, we are happy to be expanding our support staff to better accommodate our growing family of clients and patients.

Julie Slavin, DVM

Summer Camps

Building The Best Childhood Summer Memories For Over 20 Years!

Gymnastics
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Flexible and Trained Staff at
Play Care in Chappaqua

Greatest Strengths: Only Preschool in Chappaqua with a truly flexible schedule. Choose any combination of days: morning or afternoon. Music, Science, and Creative Movement classes offered in addition to general academics. Large shaded outdoor playground with new equipment. Convenient location and easy parking. Non-Denominational program licensed by the New York State Office of Children and Family Services. All staff, including an RN, are CPR trained.

Special Plans: Early morning drop-off, additional after hours enrichment classes such as art, science and cooking. Visits by a petting zoo, Ranger Rick, Maritime Aquarium, Fire Department, etc. Call with any questions. Registration is now in progress.

Carol Cleary

Play Care
Director: Carol Cleary
In Business Since: 1971
www.playcarepreschool.com

Services: Preschool, Baby Care, Lunch Care, Extended Day, Enrichment Programs

We're the only preschool in Chappaqua with a truly flexible schedule. Choose any combination of days – morning or afternoon.

Swing by and see our super playground equipment - on Chappaqua's largest outdoor nursery school playground!

Registration Now in Progress.

Licensed by NYS Office of Children and Family Services; all staff CPR certified.

210 Orchard Ridge Road, Chappaqua, New York 10514
914-238-6206 • www.playcarepreschool.com
Love that Sparkles

By Susan Youngwood

“Most people in Chappaqua appreciate fine jewelry. They buy less but finer made jewelry. And they buy timeless jewelry that will last for a long time,” Singer said. Singer keeps up with fashion trends in color and clothing design when she designs her pieces. To stock her store, she travels overseas to remote villages in places like Thailand and India. And she listens to her customers. When they started buying moonstones, she stocked more jewelry made with moonstones. “We sold more moonstones than anything else this year,” said Singer.

Consider the Receiver’s Desires

“I base a lot of the designs on the gems themselves,” noted Chapin. She also thinks of the outfits that she and her sisters, nieces and friends like to wear. When buying jewelry, Chapin recommends the gift-giver think about what the receiver already likes. “Get something that matches the style they like,” Chapin explained. Some women wear delicate, simple jewelry while others go for bolder, chunkier pieces. Do they have a favorite color? Don’t buy red jewelry for Valentine’s Day if her favorite color is purple.

“I think there’s been a nice trend in jewelry where there used to be only costume, inexpensive jewelry or fine jewelry,” Chapin said. These days, she emphasized, “There is more choice now than there used to be.”

“The Beauty of “Timeless”

“We try to help people pick out simple designs, timeless and pretty to the eye when they open it up,” said Marjorie Troob, co-owner of Rocks by Jolie B. Ray of Armonk.

“People are conservative today in this economy. People want to buy things they are going to wear, versus a one-time wear,” she said. “People put money in jewelry they want to wear.”

When designing jewelry, Troob keeps in mind what’s in her customers’ closet. For example, she said, “Today’s woman wears a lot of black.” So for jewelry, something simple with “a little pop of color” works well.

In addition to carrying her own designs, Troob’s store showcases pieces by other jewelers. “We try to carry designers small like us,” she said. “And we try to make every designer we sell look different, so the designers aren’t competing with each other.”

Sentimental has its Virtue too

Varda Singer, owner of ICD Contemporary Jewelry in Chappaqua and who has been in the jewelry business for the last 40 years, said Valentine’s Day gifts tend to be more sentimental, celebrating the connection between the couple.

“I usually design a line for Valentine’s Day, that goes from less expensive to more expensive,” she said. “This year, I’m designing a line of little diamond solitaire pendants, either by itself or with a little design.” They will range in price from $100 to $2,500.

It’s a cliché, Singer acknowledged, but a diamond is still a girl’s best friend. “It shows that you care and love,” she said. An unusual approach is to select a colored diamond: blue and pink. “That’s a very special gift,” Singer added.

Singer also knows her market when she designs her jewelry and selects pieces for her store. “This is a conservative area,” she explained. “Women like simple, understated jewelry, not showy. They want to wear jewelry every day, and not put it in the safe. They wouldn’t buy a tiara, so we obviously try not to sell it in a window in Chappaqua.”

“Most people in Chappaqua appreciate fine jewelry. They buy less but finer made jewelry. And they buy timeless jewelry that will last for a long time,” Singer said. Singer keeps up with fashion trends in color and clothing design when she designs her pieces. To stock her store, she travels overseas to remote villages in places like Thailand and India. And she listens to her customers. When they started buying moonstones, she stocked more jewelry made with moonstones. “We sold more moonstones than anything else this year,” said Singer.

Consider the Receiver’s Desires

“I base a lot of the designs on the gems themselves,” noted Chapin. She also thinks of the outfits that she and her sisters, nieces and friends like to wear. When buying jewelry, Chapin recommends the gift-giver think about what the receiver already likes. “Get something that matches the style they like,” Chapin explained. Some women wear delicate, simple jewelry while others go for bolder, chunkier pieces. Do they have a favorite color? Don’t buy red jewelry for Valentine’s Day if her favorite color is purple.

“I think there’s been a nice trend in jewelry where there used to be only costume, inexpensive jewelry or fine jewelry,” Chapin said. These days, she emphasized, “There is more choice now than there used to be.”
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Greatest Strengths: “Creativity would probably be the first answer for any florist, and there are a lot of really creative designers out there. But using that creativity effectively to meet the needs of every customer is a little harder to come by; and that’s what we strive for.”

Special Plans: When spring comes around, the store will be very busy with outdoor planting for businesses and private homes. Beth also plans to utilize the shop’s ample outdoor space to display a beautiful array of annuals and perennials.

For more information, please visit our website, whisperingpinesofchappaqua.com
Here’s to “Love Beyond Measure”
AND A PRESSURE-FREE VALENTINE’S DAY!

By Anna Bennett

I’m not here to argue that Valentine’s Day is a made-up commercial holiday that exists only to remind singles how sorry they are to be alone. In fact, it’s been around for perhaps some 1500 years—WAY before Hallmark ever existed. It’s not the romantic pressure of needing a “Valentine” that bug me, but the inevitable and underestimated and underreported social pressure in our schools while growing up that left me with a heavy heart on several Valentine’s Days.

In my otherwise happy-go-lucky life as an elementary school youngster at Roaring Brook, there were three occasions that gave me anxiety: 1) sporadic lice epidemics, 2) school play auditions, and 3) Valentine’s Day. Each year, with a stern expression, my teacher decreed that if we hand out any Valentines, we must hand them to everyone in the class. We also took home letters to our parents outlining this directive.

I basically agree with the premise: Every child should have the same number of Valentines so there is no one feeling left out. However, little did I realize, an arms race would ensue as to who could come up with the biggest and best Valentine. When I realized my Hershey Kiss taped onto printer paper heart cutouts could never measure up to my classmate’s six-dollar goody bags packed with Godiva chocolates galore and custom decorated cookies, I felt embarrassed by my own creations.

While I understand and appreciate the attempt at fostering equality here, it really just permanently etches materialism into kids’ vulnerable minds and puts pressure on parents to not let their child be outdone. To avoid this issue, I suggest that teachers have children write cards in the classroom using the same art materials to work with. It’s not like they don’t get enough candy on Halloween.

In middle school, the Valentine dilemma became only slightly less daunting. Some homerooms allowed students to exchange cards, but I don’t recall it as a concern. Even so, there was a new, perhaps greater problem looming: kids started dressing up super wacky for Valentine’s Day. Instead of your average red shirt, the halls of Seven Bridges were a swarm of colorful knee socks, pink boas, tiaras, heart-shaped sunglasses and layers upon layers of beads.

While this was festive and fun, it also seriously promoted cliques. It was up to you to establish a group to match with and shop for gear together, and dressing up alone signified being a loner. At an age where cattiness is at an all-time high, you can imagine how being left out would feel. Buy $30 worth of pointless tchotchkes solely to suggest your membership in a group? Now I’d say, no way! Then I’d say it was a requirement.

Fast forward to high school. The rule established in elementary school had disappeared and turned into the opposite: Valograms. They’re a great idea, as they fundraise for the American Heart Association, but they’re also a downright popularity contest. Each year, one purchases a number of “Valogram” cards for their friends, and senior-class volunteer “Cupids” hand them out in classrooms, accompanied with a flower per Valogram. This is literally a public announcement of exactly how many friends you have.

There is no being discreet here, as there are flowers to show for it. It’s just like the scene in Mean Girls where Damien hands out candy cane grams, “FOUR for you, Glen Coco! You go Glen Coco! Cady Heron, one for you ... and none for Gretchen Wieners. Bye!”

If someone you thought was your friend sends a Valogram to all of your friends but you, what’s that supposed to mean? What if you send one and don’t receive one in return? How disheartening! Can’t we just have a simple bake sale or dance or something instead? Oh, and students continue to go all-out with Valentine’s Day attire, so there’s still that hanging over your head.

Despite evidence here to the contrary, I happen to like Valentine’s Day. However, I like Valentine’s Day because it celebrates love for those you care most about, whether that is a significant other, family, or close friends. I enjoy yummy treats and teddy bears as much as the next person, but I believe the love you give and receive should not be laid bare for all of your classmates to observe.

Throughout childhood and into high school, kids are quite impressionable and vulnerable. I know I was. So, rather than make some children feel less than equal among their peers, I suggest we teach our children that love is beyond measure.

Anna Bennett graduated Greeley in 2010 and is a senior at the University of Massachusetts in Amherst.
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