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Search

Home

Front Page

Letters

General Stories

Sports

Columns

Obituaries

Birth

Announcements

School News

Cultural Events



Classifieds

Meetings

Movies

Events Calendar

Cultural

Organizations

Churches

Legals

Points Of

Interest

Real Estate

Restaurant

Local Services

Local Info

Government

Recreation Dept

Classified

Order Form

Subscription

Order Form

Putnam

Shopping

Page

Advertisers

Index

Front Page

July 19, 2006

WPEDC Marketing Committee to Hold Meetings for Restaurants and Realtors

The Marketing Committee of the Western Putnam Economic Development Council (WPEDC) will present its work-to-date and discuss plans for the future at two meetings to be held in Cold Spring during the last week of July.

A meeting for restaurants in the Western Putnam area (Philipstown and Putnam Valley) will be held on Monday, July 24, at 9 am at the Foundry Caf, where the agenda will include discussion of a food tasting in conjunction with a Sidewalk Sale planned for August.

A meeting for realtors and business landlords will be held on Wednesday, July 26, at 8:30 am at The Meeting House.

In the interest of increasing awareness of the WPEDC and participation in its activities, all businesses and other interested persons are invited to attend either meeting.

Since its formation in early February, the Marketing Committee of the WPEDC, facilitated by professional marketers Marshall Mermell and Marc Sabin of Marketing Works, and Joe Plummer of the Advertising Research Foundation, has meet weekly to develop a marketing plan and business goals for the Western Putnam area. To date, the first phase of the plan has been

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presented to not-for-profit organizations including the Putnam Visitors Bureau, Boscobel, Manitoga, and Fahnestock Park; and merchants and restaurants including Hudson House, The Garrison and The Meeting House. Input is sought from all attendees to assist in further planning.

The Marketing Committee has developed a marketing positioning statement and tagline for the area: Explore the Secrets of the Hudson Highlands, and works closely with the Cold Spring Area Chamber of Commerce.

Members of the Marketing Committee include Cold Spring business owners Terri Barr, Hudson Valley Outfitters; Leonora Burton, Country Goose; Timothy Chevtakin, Archipelago; Marilyn Heberling, Art To Wear; Jeff Linson, Cold Spring Train Works; Brenda Monaco, St. Claire Boutique; and Tom Rolston, The Depot Restaurant.

Providing local news, information and
 opinions from
Philipstown and Putnam Valley, NY
*Emcompassing the Villages of Cold Spring and Nelsonville,
 and the hamlet of Garrison, Putnam County, NY.*

This site is a publication of [The Putnam County News and Recorder](#), the source for news and information of the Philipstown and Putnam Valley area. The *PCN&R* is 139 years old, published in hard copy every Wednesday, and circulated throughout Putnam County, NY.

The *PCN&R* prints **LEGAL NOTICES** for: Putnam County, The Town of Philipstown, The Town of Putnam Valley, Village of Cold Spring, Village of Nelsonville, the Haldane Union Free School District and the Garrison Union Free School District. Deadline for printed press releases, advertisements and classifieds is Monday at noon for Wednesday publication. This site is updated on an as-needed basis with a minimum update weekly on Thursdays. For further information or to request a [subscription](#) to the paper, please contact us with your name and mailing address at:

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