

 Carriage Towne News

BUSINESS SPOTLIGHT

September 25, 2014





LARRY KENNEDY/CTN photo

Walgreens of Plaistow, 3 Plaistow Road (Route 125) in Plaistow. Kimberly McDermott, Pharm.D administers a shot for Ian Teryan.

How to Stay Healthy this Winter

BY KELLY BURCH
SPECIAL CORRESPONDENT

In the hustle and bustle of returning to school and readjusting to a schedule, it's easy to put off preparing for the winter cold and flu season.

Luckily, Walgreens makes it easy to get your immunizations quickly when you swing in to get school supplies, Halloween candy or any other household supplies that you may need.

"You really don't need an appointment and walk-ins are welcome, so the convenience is right there," said Tabrez Qureshi, the store manger in Plaistow, who

is affectionately known as Mr. Q. "We are here all day every day, during pharmacy hours."

The store offers flu, shingles and pneumonia immunizations, and accepts most insurance. Medicaid patients pay nothing, and for people who need to pay out of pocket, a flu shot costs just \$31.99.

Although the weather is still nice and the threats of winter seems far away, Mr. Q said that now is the perfect time to be getting ahead of your immunizations for optimal coverage.

"Sometimes people think it's too early, but it's not," he said. "It's warm so people

think it's too early, but the shot covers eight to ten months, so if you get it now it will cover the entire flu season."

The pharmacy at the Plaistow store also offers many routine health tests, including blood pressure, cholesterol, blood glucose and body mass index (BMI) testing.

"There are a lot of things that we do," Mr. Q said.

The Plaistow store, which has been open for just over a year, is also committed to providing for people's mental health and happiness. Last year, the store hosted an Easter event where families could get a free 5"x7" photograph.

Mr. Q said that something similar is in the works for Halloween this year – possibly on the same day as trick or treat – and encouraged people to check in with the store in October.

The store also hosts bingo for seniors at 1:00 p.m. on the first Friday of every month. The event usually attracts about twenty people, and has been growing steadily.

"The ones that have come in, each one of them really enjoys coming in and participating in the events," Mr. Q said. "They mention that they'll bring friends next time. It's just a good event."

Seniors (ages 55 and

older) also get special savings at Walgreens. On the first Tuesday of every month, seniors can save fifteen to twenty percent on all non-sale items in the store at any Walgreens branch.

The Plaistow store offers additional savings with another senior day on the 15th of every month.

"We have a big senior community in Plaistow," Mr. Q said. "They're good value shoppers, so on these days they have an opportunity to buy items that have great value. We do a couple things in this store specifically that are specific to us."

Each Thursday, the store does 4"x6" photo prints for

ten cents, less than a third of the normal price.

"That's a big hit for us," Mr. Q said. "People still like to have prints, and they can get them for pretty good price."

Getting people into the store makes it easy for the Walgreens staff to educate the public about health topics. For the seniors especially, Mr. Q said that the pharmacists take a special interest in keeping their health up to date.

"Before and after, our pharmacist Kim can talk to the seniors about a few health-related topics," he said. "So it is a win-win for the seniors."

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How to Become a Local Institution

By KELLY BURCH
SPECIAL CORRESPONDENT

When Greg Bolton and Lan Angelo bought Calef's Country Store nearly two years ago, they had big shoes to fill. In an age of online shopping and mega stores, Calef's had been holding its own for over 140 years, providing locals and visitors to Barrington with quality products and a shopping experience befitting New Hampshire's quaint image.

But Bolton says he wasn't intimidated.

"Because it had been here so long, there is an established way that the store runs," he said. "We had to learn that and not screw it up."

Calef's was established in 1869, when Mary Chesley Calef mortgaged her farm to start the store. Five generations of the Calef family ran the store, cementing its place in Barrington's heart. Bolton and Angelo didn't change much when they took over.

"We did some improvement around the edges, but kept the core business as it was," Bolton said. After all, Calef's recipe for success had been working for nearly a century and a half.

And what exactly is that recipe? Top-notch products, a dab of history, a dash of nostalgia and a lot of charm.

Calef's sells sauces, jams, and other foods. There is also a deli which doubles as a catering business, providing delicious sandwiches for your next gathering. But Calef's is perhaps most famous for the snappy old cheddar, a brand of cheese unique to the store that always leaves visitors coming back.

"We sell an awful lot of cheese," Bolton said.

For the younger crowd, the candy bar is the biggest draw. Little do



LARRY KENNEDY/CTN photo

Calef's Country Store, 606 Franklin Pierce Highway, Barrington, a NH tradition since 1869. Stop in or call 1-800-462-2118, or visit them online at www.calefs.com.

the youngest visitors know, the array of candy holds a unique learning opportunity.

"We're the only place in the state where penny candy is sold by the piece, not the pound," Bolton said. "It's an interesting thing to watch. If a kid has a dollar or two, it becomes a math exercise. They have a bag to fill and have to decide whether to get two expensive pieces or a lot of candy. It's the old-fashioned way of doing things."

Bolton said that visitors to Calef's should come for the

"The store's secret is the tie to the community, which we really worked to revitalize. That's part of the success. It's comfortable, people feel like they have gotten out of the rat race when they come."

Greg Bolton

experience, not just the shop or the deli. Take time to look around, and definitely don't rush.

"We have a lot of products, but we also have a lot of old memorabilia and articles. It's the kind of

place that you want to spend some time."

He often sees multiple generations of a family returning. Grown children will bring their elderly parents back, or grandparents will come in with the

little ones.

"One of the neatest things is to listen to the customers come in and talk about the nostalgia they feel by our products," Bolton said. "Their grandpa brought them and now they're bringing their kids. It feels comfortable for them to come back after a significant amount of time away. That sort of stuff is pretty special."

So special, in fact, that Bolton and Angelo are working to build Calef's presence in the community even more, by hosting

events like ice cream socials, donating land for a community garden, and having historical presentations at the store. During the summer, events are held on the store's porch; during the winter people gather around the wood stove.

"The store's secret is the tie to the community, which we really worked to revitalize," Bolton said. "That's part of the success. It's comfortable, people feel like they have gotten out of the rat race when they come."



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Calef's works hard to support New England companies, sourcing over 90% of our food and craft gift products from local businesses. Join us for Sunday's on the porch and as the days grow colder around the wood stove to celebrate local artists, authors and vendors. Our longstanding pride in the community ensures we deliver the best products. We still pump our own molasses and honey, cheese

is aged in our cooler, and our smoked Ham is mouth watering. Just ask the regulars at our deli counter. Walk through our doors today and take a step back to a simpler time, when customer service wasn't a gimmick, but the way things were done. The wood floors creak with stories of lore, our wood stove warms passersby, the aroma of fresh baked breads and donuts entice even the healthiest of folks.



LARRY KENNEDY/CTN photo

Think about the last roof you'll ever need for your home or business. Advanced Metal Roofing, 335 Route 125 in Brentwood, is your professional metal roofing and energy efficient contractor for NH, Maine and Mass. Pictured with the on-the-site ultra-modern roofing machine are, from left, Wayne Wilusz, owner, and Dave Lacroix, project manager. Call 1-800-519-9944, or email aswc@myfairpoint.net.

How to Get a Roof that will Last a Lifetime

By KELLY BURCH
SPECIAL CORRESPONDENT

Replacing the roof is a chore that homeowners dread.

But if your roof is aging you may spend your winter worrying about it, or picking up damaged shingles from your yard.

If you don't have a metal roof, that is.

"People are sick and tired of old asphalt and changing it every ten to fifteen years," said Trent Lavin, marketing director at Advanced Metal Roofing and Siding in Brentwood. "With a metal roof there is no maintenance."

"It's the last roof they'll

ever need," said Owner Wayne Wilusz.

Advanced Metal Roofing and Siding installs metal roofs in New Hampshire, Massachusetts and Maine. The company has been installing roofing since 1966, but during that time the type of roofing has changed immensely.

Fifteen years ago, about sixty-percent of Wilusz's business was asphalt roofs. Today, 98 percent of his business is metal roofs.

A lot of the shift has to do with value and warranties, he said. Asphalt companies offer limited lifetime warranties, which usually equate to about ten years, he said. Meanwhile, the

metal roofs that Advanced Metal Roofing installs are guaranteed for forty years, but will last much longer.

"At end of forty years, the only thing that happens is color has lightened," Wilusz said. "There's no disintegration or curling."

In addition to lasting a long time, metal roofing also has energy benefits. The panels that Advanced Metal Roofing uses are energy-star rated, and will help cut down on cooling costs during the summer, without affecting the cost of heating the home.

For eco-conscious homeowners, metal roofs are a great choice, because they

are compatible with solar panels, and can often be laid directly over the existing roof, reducing the amount of waste sent to landfills.

"It keeps the project a green project," Wilusz said.

Maintenance is lower, since a metal roofs shed snow and ice, reducing the need to shovel snow or remove ice dams.

Despite the advantages, there are a lot of myths around metal roofs.

"A lot of homeowners think that it's a commercial look with the longer panels," said Lavin. "But we have many different looks. We even have metal shingles. If you still want the

shingle look they can get that in metal."

Advanced Metal Roofing offers thirty different colors for roofs, and a variety of finishes to fit your home's design.

"It looks like it belongs on a residential home," Wilusz said.

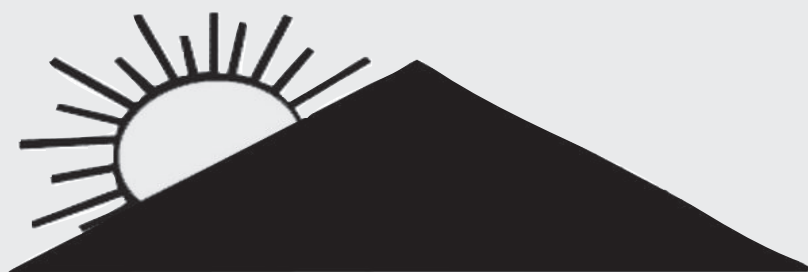
The other myth that stops homeowners from choosing metal is the thought that the roof will be loud when it rains or storms.

"That's a total misconception," Lavin said. "Everybody thinks it's the old tin barn. There are a lot of things between the metal and the living space, and there is no difference in

noise between a metal and a traditional roof."

People considering switching to a metal roof still have plenty of time to do the project this year. Although asphalt roofs need to be installed when the temperature is above fifty degrees, there is no such requirement for metal roofs.

"Metal roofs are not temperature sensitive, so they can be done year-round and most are done during the winter," Wilusz said. "It doesn't change anything. The roof just becomes more manageable, so you don't have to worry about your husband up there shoveling snow."



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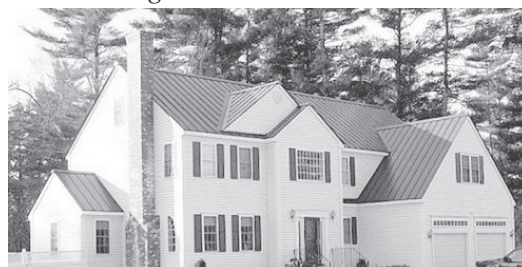
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How to understand your home's architectural style

Curb appeal. As a homeowner, you know how important the exterior of your house is when it comes to the first impression — on neighbors, passers-by and, particularly, to prospective buyers. Maintaining the elements of your home's style is critical when planning a home remodeling or building project. The right materials impact your home's value, and when you live there, you'll have the added benefit of superior performance.

Take, for example, windows. While their purpose is to let light in and keep weather out, styles vary based on architectural design. Pick the wrong style for your home, and your new windows can look out of place. Andersen Windows created the Andersen® Architectural Collection to help ease the complexity of choosing windows by giving homeowners the tools to make their vision of home a reality.

One of the cornerstones of the Architectural Collection is the E-Series line of windows and doors. E-Series customers can choose from 50 standard exterior colors or specify their own custom color. A wide selection of 10 interior wood species and 11 finishes are also available. E-Series windows can be specified to nearly unlimited dimensions, creating intricate shapes and dramatic sizes. That ultimate flexibility gives builders, contractors and architects the tools to create virtually any architectural style or dream of something entirely new.

The Architectural Collection also includes



Andersen® Architectural Collection E-Series windows can be specified to nearly unlimited dimensions, creating intricate shapes and dramatic sizes. That ultimate flexibility gives builders, contractors and architects the tools to create virtually any architectural style or dream of something entirely new.

tools for builders, contractors and homeowners to make planning a project and choosing the right windows that much easier. The Andersen Home Style Library features details on the most popular home styles in North America. In addition, each specific style is available in a separate home style pattern book offering details of what defines a style, what colors are commonly used for each style, as well as how to choose windows and doors. It gives contractors and architects a common language to understand their customer's desires and make it a reality.

Homeowners who want more details can download

or order a print copy of the Andersen pattern books. A free iPad app is also available in the iTunes App Store. These books offer homeowners easy-to-understand details about color choices, window groupings, window and door positioning, trim options and available hardware styles. These pattern books help homeowners and builders learn from the successes of the past, while helping their future building or remodeling dreams become a reality.

For more information about the Andersen Windows Home Style Library, visit www.andersenwindows.com.

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A third-generation family-run business, Moynihan Lumber has more than half a century of experience since first opening its North Reading doors in 1959. One of their pillars of business is their strong and unwavering commitment to customer service and satisfaction. Their motto: "Quality backed by a desire to please" is still fully felt 55 years later in the company's philosophy.

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E-Series customers can choose from 50 standard exterior colors or specify their own custom color. A wide selection of 10 interior wood species and 11 finishes are also available.



The Andersen® Architectural Collection was created to help ease the complexity of choosing windows by giving homeowners the tools to make their vision of home a reality.

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Ready to help you choose the best audio system are, from left, Jordan, Mike, Nazar, Steve, and Matt. Wicked C.A.S. is located at 45 Route 125, Suite 1 in Kingston and can be reached at 603-642-4222.

How to Customize your Sound System

BY KELLY BURCH
SPECIAL CORRESPONDENT

There's little that is better than cruising on a crisp fall day listening to your favorite music. But that experience is even better if your car's audio system has been customized for exactly the tunes you like.

"We customize for anything from rap to classical to country," said Nazar Demir, owner of Wicked C.A.S., which stands for Custom Audio and Speed.

Wicked C.A.S. has been in business for twenty-four years, and at the Kingston

location for ten. No matter what you are coming in for, Demir guarantees that the finished project will be unique to you.

"We tailor the sound specific to the customer's needs," he said.

Demir has extensive experience tuning audio systems, and every system that leaves Wicked C.A.S. is tuned by the owner himself.

"From a \$500 system to a \$5,000 system, everything gets the utmost attention," he said. "I am very hands on."

Wicked C.A.S. does custom fabrications and speed enhancements for cars

and motorcycles, but about seventy percent of business is from audio customers, Demir said.

Demir makes sure that each customer has a unique experience that is the best fit for their needs.

"When someone comes in, we find out what kind of car they have, what kind of music they listen to and how

loud they listen to it," he said. "We set the customer up with the right system for their needs, versus a generic system that may be right for me but not for them."

A customer looking for better quality sound will benefit the most from a speaker upgrade, Demir said. But that isn't the

"We approach it in a way different from everyone else. We don't want to be a cookie cutter."

Nazar Demir, owner of Wicked C.A.S.

obvious choice for everyone.

"If they just want more boom, that would be a subwoofer upgrade. It really depends on what they're looking for."

Customers at Wicked C.A.S. have access to the best brands in audio, including JL Audio, Hertz Audio, Audison, Kenwood, Excelon, Dirty Bird Concepts, and many others.

However, even more important than the brands is the attention that each customer gets at Wicked C.A.S.

"Customer service, and most importantly customer

satisfaction, is our most important goal," Demir said.

Wicked C.A.S. isn't just about boom and flash. In addition to updating audio systems, the shop can address more practical needs, like installing remote starters that are perfect for the cold New Hampshire winters.

They also install car alarm systems, set up satellite radios, and integrate MP3 players and Bluetooth technology.

"We approach it in a way different from everyone else," Demir said. "We don't want to be a cookie cutter."



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How to Establish Healthy Dental Habits for the Whole Family

BY KELLY BURCH
SPECIAL CORRESPONDENT

Being a small town dentist, Dr. Melissa Dennison sees plenty of families.

"It's nice that I get to fill in the family trees," Dennison said. "I realize 'oh my gosh, that's your cousin!' It's pretty neat like that."

Although Dennison is new to Newton, N.H., having moved to town in 2011, she has enjoyed getting to know the patients in her practice. She has also worked hard to grow the family by getting new patients in the door.

Luckily, the patients are happy to help out.

"There's a lot of word of mouth," she said. "We've grown a lot from patients sending friends and family in."

Dennison took over the practice three years ago, but Highland Family Dental in Newton has been around much longer. Dennison took over when the original dentist retired after thirty-five years in business.

Since then, she has been working on making the Highland Street office a place that everyone can be comfortable.

"Before there weren't many kids in the practice," she said. "Now I get to see a lot of the kiddos. It's fun to make it fun for them."

Dennison strives to make Highland Family Dental the perfect place to set kids up for a lifetime of dental health.

"We make a positive environment so they will enjoy going to the dental offices," she said.

By teaching healthy habits, Dennison helps children avoid the scarier procedures like fillings.

"We keep everything positive and focus on prevention," she said. "Kids typically don't need to have a lot of treatment."

One area where parents are starting to pay more attention is to infants' oral health. Dennison said that after a baby's first tooth erupts, his gums should be cleaned regularly with a finger or a damp washcloth. The best time for cleaning is after the last meal of the day, or after giving the baby medicine.

"Nighttime is the most important because they're going to lay down all night with that," Dennison said.

Once a baby begins getting

Dennison said that it is important for parents to help children brush their teeth until they are about eight years old. That way, parents can be confident that their children are well on the road to healthy upkeep of their oral health – an important part of overall wellness, Dennison said.

molars – the bigger teeth in the back of the mouth – parents should begin brushing with a wet toothbrush, sans toothpaste. During the toddler years, parents should put a small smear of toothpaste on, progressing to a pea-sized drop around age three.

Most babies should see a dentist by the time they are one, which is earlier than many parents realize. Although there are pediatric specialists, a family dentist can serve the whole family.

"We see all ages," Dennison said.

"Pediatric dentists are great, but for the most part we can handle routine care fine."

Dennison said that it is important for parents to help children brush their teeth until they are about eight years old. That way, parents can be confident that their children are well on the road to healthy upkeep of their oral health – an important part of overall wellness, Dennison said.

"Oral health has a huge impact," she said. "Oral infections can affect diabetes and blood pressure and can mess everything up. They can make people not feel well and they don't even realize why."

And just like with other areas of medicine, dental health guidelines are continuously being updated. That's why Dennison makes sure that she always knows the latest recommendations.

"I'm very active with continuing education, because things are changing all the time," she said. "As a dentist, you're a healthcare provider. Your general dentist can be just as important as your primary care provider. Oral health is a big part of overall health."



Dr. Melissa Dennison, DMD of Highland Family Dental, 57 Highland Street, Newton. To make an appointment, call 603-382-6976.

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LARRY KENNEDY/CTN photo

Steppin' Out Dance Academy, 54 Church Street, Kingston, celebrating twenty-five years of providing classes for all ages. For more information, call 603-642-7711, or visit their website, www.steppinoutdanceacademy.com.

How to Stay Fit Outside the Gym

BY KELLY BURCH
SPECIAL CORRESPONDENT

You know your health and fitness is important, but perhaps you've grown bored with the treadmill, or even the power pump class at the gym.

If so, Steppin' Out Dance Academy has the solution for you – in aerial classes, hula-hoop workouts, and even recess for adults.

"I think for some people the gym is perfect, but especially for a lot of people who are into dancing, they seem to really be more interested in something alternative," said Steppin' Out Owner Kim Mills. "People are turning to things that aren't just lifting weights of doing

sit-ups. When you're climbing it feels like play and the workout goes by fast."

The adult workout classes – including the newest addition, Fly Gym aerial classes – keep parents engaged, while younger family members can keep fit with Steppin' Out's variety of dance classes.

Steppin' Out offers classes ranging from ballet to hip-hop to yoga. The studio attracts clients as young as two (for mommy and me classes) and has many students that are in their 70s who take dance and fitness classes.

That is just what Mills pictured when she began the studio twenty-five years ago.

"It's kind of like a family

thing," she said.

Mills always loved to dance herself, and starting assisting the teachers at her studio as soon as she could. After college she began working outside the studio, but knew that needed to change.

"It just wasn't for me," she said. "I knew I needed to dance."

She returned to school to become a certified dance instructor, and began renting space in Kingston. She started with just thirty students, and today Steppin' Out has grown to have over 1,000 slots to fill at a time.

Because the studio serves such a wide variety of clients, Mills makes sure that Steppin' Out is a place

that everyone and anyone can feel comfortable getting active. Even the aerial classes are open to beginners.

"This is a judgment-free zone," she said. "It is really important to me that all the teachers have the same philosophy – that it should be fun and disciplined, but not so strict. It should be enjoyable for the kids and for everyone involved."

Although Mills isn't the strictest dance teacher around, her students are still very successful.

"The longer we have the studio the higher caliber of dancers we get, because people dance for a longer period of time," she said. "Kids don't get burned out

when they are 10, 11 or 12 – they continue to dance into college, and come back to dance and teach."

In fact, some of Mills' former students are now in her "mommy and me" classes.

"Even our older students continue until they're adults, then their kids dance. Sometimes if you can build confidence and use constructive criticism instead of negative feedback, kids do better."

Inclusiveness and kindness have always been important components of Mills' classes. Now, other studios are beginning to catch on to a gentler way of teaching.

"More and more studios are going for that," Mills

said. "It used to be that you were scared of your teacher."

The lifelong love for being active is an added bonus.

"Dance is such a physical activity," Mills said. "Little girls and boys who are interested in ballet get a lot of core strength. Other forms, like hip-hop, are more rhythmic and fun with more movement up and down off floor. Aerial dance involves climbing and hanging."

No matter what type of class you take at Steppin' Out, you will be building your fitness level.

"It's fun, but you're burning calories and staying active," Mills said. "You're building muscle in a fun way."

Steppin' Out

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