

The  
DAILY  NEWS

*2019*

Greater Newburyport

# BUSINESS SPOTLIGHT



Wednesday, February 27, 2019

# Dressing well is a form of good manners

The decades-long legacy of John Farley Clothiers lives on as we continue to bring well-made men's apparel to our customers.

From casual denim to custom clothing, we offer select garments suitable for work, play and everything in between. We specialize in casual sportswear, formal men's clothing (both custom and in store) and a variety of men's accessories, leather goods, men's fragrance and more. We make an effort to keep our look and our selections both classic and updated.

Visit our store to browse our unique selection of goods. Our staff is happy to help with any questions, suggestions or personal fittings.

## What types of products and services do you offer?

We carry everything from suits, dress shirts, neckwear, shoes, men's fragrance and denim to casual sportswear and rental tuxedos at our store on Newburyport's State Street. All of our merchandise includes tailoring to ensure a perfect, personalized fit every time. With our team's fashion expertise and the highest standard of customer service, we have earned our reputation for quality.

## What makes your business stand out?

The quality and assortment of clothing we carry from a range of vendors is deliberate, with the right pieces to create classic, updated outfits. Our master tailor is on-site daily, a rarity in the retail world of today. Instead of a centralized buying team that makes the decisions for a group of stores, Farley's buying is done personally by the owners and manager, resulting in hand-selected clothing geared to our customer base. We even choose pieces with specific customers in mind.

## How did your business get started?

After moving to Newburyport in 2013, we fell in love with the community and knew we wanted to own a business in the downtown area. Upon hearing of John Farley Clothiers' closing owing to retirement, we chose to continue their legend and reopen under the Farley's name. Our combined previous business and financial experience, and love for fashion,



The Farley's of Newburyport team includes Mike, Chris, Tad, Stuart, Sam and Ryan.

Courtesy photo

## FARLEY'S OF NEWBURYPORT

- **Owners:** Lisa Burke and TJ Conte
- **General manager:** Chris LaButte
- **Tailor:** Tad Matczynski
- **Years in business:** Since October 2014
- **Address:** 47 State St., Newburyport
- **Phone:** 978-462-5401
- **Website:** [www.Farleysnewburyport.com](http://www.Farleysnewburyport.com)
- **Hours:** Tuesdays through Saturdays, 10 a.m. to 6 p.m.; Sundays, noon to 5 p.m.; extended hours during holidays

made it a perfect fit.

## Who are your targeted customers?

Customers come to us from a variety of backgrounds, ages and professions — from high school students to business leaders and retired gentlemen. We offer products for those looking for dress clothing, business attire, tuxedos for formal events, or something comfortable and high quality to wear over the weekend.

## Why do you think your customers

## select you over your competitors?

Our customers know the level of personalized service they'll receive when they shop with us. We know that many of them shop to support local and small businesses, and we are so thankful for our customer base and appreciate each and every individual who supports us.

## What can you offer your customers that others cannot?

The variety of our products and vendors, our custom tailoring, and highly trained and approachable staff translate to stylish clothing that fits perfectly. We pride ourselves on providing a high level of customer service from the moment our customer walks into Farley's.

## What can you tell us about your new products and services?

We are always listening to customers in order to offer a fresh and innovative experience. This year, we have focused on bringing a broader selection of sizes. Farley's is excited to introduce our Jack Victor custom suit program, which

can produce fully customized garments in three weeks or less. Customers can also pick out a custom shirt from our Stantt program to accompany a new suit or an old favorite. Look for our upcoming in-store specialty clothing co-op section and renewed website featuring online product offerings.

## What are the current goals the business is focused on?

Farley's has always focused on personalizing our product to our customers' needs and will continue doing so. Sharing what clothing looks and feels good while providing a comfortable shopping experience has always been our goal.

## What are the biggest challenges facing your business?

The biggest challenge to all storefront retail is the emergence of online shopping. Although there is convenience in shopping on the internet, what we can offer customers is expertise and personal fit and style assistance they cannot receive online.

## What is something about your

## business that people might be surprised to learn?

Our master tailor, Tad Matczynski, has over 40 years of experience. After learning the trade from his father in Poland, he moved here to the United States and continued his training. After initially owning his own tailoring shop in Marblehead, he transitioned into high-end men's retail and has been sharing his expertise in the men's clothing industry ever since. We are excited and fortunate to have him as a member of our Farley's team.

## Can you share a unique detail about your business?

We were destined to be in our current location. The first men's store selling shoes was in a portion of our current space. It was moved to a location on Pleasant Street, then to Water Street, where it became John Farley Clothiers. Our move back to State Street as Farley's has ensured that the legacy of well-made men's apparel in Newburyport continues.



**"Special thank you to all our customers for their loyalty over the years. We are so grateful to everyone who buys local"**

**WE APPRECIATE YOUR SUPPORT!**



47 State Street - Newburyport, MA • (978) 462 5401 • [farleysofnewburyport.com](http://farleysofnewburyport.com)

# 'We treat patients as we would like to be treated'

## Dr. Laura Anne Potvin, P.C., offers professional and personal eye care for the entire family

We offer comprehensive vision care, including prescriptions, ocular health screenings (including glaucoma and cataracts), and binocular vision testing. Vision training, low vision, dry eye disease, wellness care and wandering eye care are some of the specialties we provide.

Our dispensary features designer, safety, sport and children's eyewear. Our optician helps you select the right lenses for you.

### What is your background and education?

An optometrist graduates from college and moves onto another four years of optometry school before graduating with a Doctor of Optometry. During our four years, we also do externships.

Many choose to complete an additional one year as a resident, as Dr. Nyla Lambert on our team did.

### What attracted you to this profession?

My father started this practice in 1947. As he aged, he practiced less and less. As I watched this happen, I thought, "I'll apply to one school; if I get in, then I will become an optometrist and continue my father's life work." I went and I must say, I was a natural. I truly loved the profession and my patients.

### Who are your targeted patients?

The entire family. Vision care is not just for people who have difficulty seeing. It is important for everyone to have an exam to make sure their eyes stay healthy. It amazes me that people will see their dentist twice a year for routine dental care, but they don't place the same emphasis on eye care. You only have one set of eyes, an extension of your brain. Not only are they the "windows to your soul," they are a window to your general health.

### Why do you think your patients select you over your competitors?

Our doctors offer excellent vision care, taking the time to make sure all your questions



Dr. Laura Anne Potvin, P.C.



Nyla Lambert, O.D.



Cathleen Doucette, O.D.



Samantha Mein, O.D.

are answered and your concerns addressed. Most of our frames and lenses are the best around and include two-year warranties.

### What can you offer your patients that others cannot?

Personalized, professional service; we are willing to take the extra step to meet our patients' needs.

### What can you tell us about your new products and services?

We try to exceed the standard of care in optometry. Currently, we offer visual fields with a Humphrey Vision Analyzer, fundus photography, corneal topography, and automated refraction and

keratometry. Our new thin, flat lenses are digitally surfaced, offering better vision, especially with high prescriptions. Think HD compared to older TV.

### What are your plans for growth?

I am currently interviewing for a fourth doctor who will specialize in low vision. We are also hiring more front office staff to maintain our high level of service. We are looking into a fourth examination room as well.

### What are the biggest challenges facing your business?

Changes in health care have presented challenges that do not fit with our current philosophy.

### DR. LAURA ANNE POTVIN, P.C. OPTOMETRISTS

■ **Owner/director:** Dr. Laura Anne Potvin, P.C.

■ **Years in business:** 72; established in 1947 by Dr. Bernard S. Potvin; Dr. Laura Anne Potvin, his daughter, took over in 1988.

■ **Address:** 939 Main St., Suite 7, Groveland

■ **Phone:** 978-374-8991

■ **Website:** www.DrLauraAnnePotvinPC.com

■ **Hours:** Mondays, 8 a.m. to 5 p.m.; Tuesdays and Thursdays, 9 a.m. to 7 p.m.; Wednesdays, 9 a.m. to 5 p.m.; Fridays, 8:30 a.m. to 4:30 p.m.; Saturdays, 9 a.m. to 1 p.m.

Computerization detracts from doctor/patient encounters. But we have complied. The reimbursement rates for many insurance companies necessitate that we see more patients per hour, which interferes with our personalized level of care. Many insurance companies will not cover necessary care and service, hence, wellness care.

Though no one matches our eyewear warranty, online eyeglass sales also cut into our bottom line, making it very difficult to stave off the changes occurring within health care. Many times, online retailers offer inferior products with prorated or no warranties, and we do the physical work for them by measuring, adjusting and repairing.

### How would you describe your team of employees?

The doctors are exceptional. They practice beyond the standard of care and they maintain a professional, yet personal relationship with our patients. In addition to comprehensive vision care, they offer geriatric low-vision care, pediatric vision therapy and specialty contact lenses for dry eye disease

The optician and optical apprentice work diligently to offer the best lenses for our patients' needs. They help select frames that will

work with patients' lenses and complement them as well. They enjoy having the new finishing lab, allowing them to get glasses to our patients in a more timely fashion.

The front office staff also gives 110 percent to the practice. They are a team, filling in wherever necessary. They are crossed-trained, smart, motivated and committed to their work.

### What motivates you in your work?

Offering primary care optometry to the entire family and ensuring they get what they need not only motivates me, but gives me the most satisfaction.

### Where do you see your practice in the next year? In the next five years?

Whether it is next year or five years, I see Dr. Laura Anne Potvin, P.C., continuing as a leader in vision care for the Merrimack Valley.

### What is something about your business that people might be surprised to learn?

Optometrists are educated and licensed to not only diagnose ocular diseases, but also to treat them. Ocular surface diseases such as conjunctivitis, blepharitis and foreign body removal fall under our scope of care. In every state except Massachusetts, however, optometrists treat glaucoma. It is a legislative issue, not a competency one.

### Can you share a unique detail about your business?

Many patients still call to make an appointment with Dr. Potvin. Unfortunately, in 1996, I had a significant vision loss due to multiple sclerosis and I have been unable to practice since. Choosing to continue the practice by staffing it with the exceptional women on my team has allowed me to meet my patients' needs. When patients call to make an appointment, they are directed to the doctor that best meets their needs. Patients are often surprised to see me in the office, where I remain an active administrator. I tell them, "I do exist!"

Providing Quality Eye Care with a Personal Touch



Dr. Samantha Mein, Dr. Laura Anne Potvin, Dr. Nyla Lambert, Dr. Cathleen Doucette

Visual Therapy | Specialty Contact Lenses  
Dry Eye Disease Treatment | Wellness Care

Dr. Laura Anne Potvin, PC  
— OPTOMETRISTS —

939 Salem Street, Suite 7  
Groveland, MA

978-374-8991

[www.DrLauraAnnePotvinPC.com](http://www.DrLauraAnnePotvinPC.com)



# The Leeward Charitable Foundation: Recycle, reuse and renew for charity

The Leeward Charitable Foundation is a 501(c)(3) corporation operating charitable thrift stores in Salisbury and York, Maine.

Our mission is to recycle, reuse and renew for charity. Our objective is to feed, clothe and comfort our neighbors in need.

Through the generous donations of the community, The Leeward Charitable Foundation turns unwanted/surplus clothing, furniture and household items into funds for worthy local charities.

We are a unique retailer, valuable recycler and sustainable source of critical funding for important local charities.

“Many people find it difficult to donate money, but nearly everyone has a box of perfectly good things they no longer need or want. We turn those items into funds to help those most in need.”

*Rob Werner, president,  
The Leeward Charitable  
Foundation*

## What types of products and services do you offer?

We offer gently used clothing, furniture and household items at incredible prices. The proceeds from thrift store operations directly support charities that offer food, home heating assistance and critical supplies to local families in need.

## What makes your business stand out?

We are a unique retailer, valuable recycler, sustainable source of critical funding for local charities and a fun place to shop, donate or volunteer.

## What is your background?

Founder Rob Werner was a sales and marketing executive for several technology companies before launching The Leeward Charitable Foundation.

## How did the business get started?

The severe economic downturn in 2008 made it difficult for many people to donate cash to critical local charities. As a result, these charities were forced to under-serve the community. Rob wanted to find an alternative way to keep these charities funded without asking for cash donations.



Courtesy photos

Leeward team members include, from left, Jerry Smith, Annette Hicks, Elizabeth Paskowski, Linda Tremblay and Julie Davis.



The Leeward Light Thrift Store in Salisbury is located at 126 Bridge Road, and has ample parking.

## What created the attraction to this field?

Many thrift stores had a “do the best you can” approach to business. They may be open only a few days a week and may take donations only a few hours a week. This approach had a direct impact on the quality of merchandise and the shopper’s experience. Rob wanted to run the stores with a “real business mentality” and change how thrift stores were viewed.

## Who are your targeted customers?

Our customers cover a wide

range, from antiquers to bargain hunters and upscale shoppers to folks needing to stretch a dollar. **Why do you think your customers select you over your competitors?**

We provide incredible merchandise, unbelievable prices and a fun shopping experience with a happy and helpful staff.

## What can you offer your customers that others cannot?

We offer a unique and one-of-a-kind shopping experience. We want our customers to be pleasantly surprised each time they visit our stores.

## What can you tell us about your new services or features?

We are working with local youth organizations and individuals with intellectual and developmental disabilities to improve their work, life and social skills.

## What are your plans for growth?

We would love to open additional stores, but suitable facilities/locations are very hard to come by.

## What are the biggest challenges facing your business?

Dealing with ever-increasing costs, improving quality

## LEEWARD LIGHT THRIFT STORE

- **President:** Robert Werner
- **Vice president:** Shauna Werner
- **Years in business:** 10
- **Address:** 126 Bridge Road
- **Phone:** 978-465-1141
- **Website:** [www.leewardfoundation.org](http://www.leewardfoundation.org)
- **Hours:** Tuesdays through Saturdays, 9 a.m. to 5 p.m.; Sundays, 10 a.m. to 4 p.m.

donations and attracting dedicated volunteers.

## What provides you the most satisfaction in the business?

Every now and then, someone will come into the store and tell us how the clothes we gave them helped them land a job. Or, how we helped a family rebound from a near-disastrous house fire. Or, someone starting out with a first apartment was able to find the basic necessities they would not have been able to afford any other way.

## Where do you see your business in the next year? In the next five years?

We continue to grow our business in three ways: One, by improving our recycling effectiveness; two, by promoting the value of upscaling/repurposing and three, by finding more effective ways to help our neighbors in need.

## What is something about your business that people might be surprised to learn?

We have had some very valuable items donated to the stores, such as Tiffany lamps, priceless historical documents, and artwork valued at thousands of dollars.

## Can you share a unique detail about your business?

Our customers use the word “fun” more than any other word to describe their Leeward shopping experience. Whether it is hearing someone yelling, “OMG, my grandmother had one of these”; chatting with an old friend, trying on funky clothes or dancing to the ever-present music, it’s clear that having fun is part of the Leeward lure.

FRESH START HOPE  
BRIGHTER FUTURE



## Leeward Light Thrift Store

*Recycle, Reuse & Renew for Charity*  
126 Bridge Road, Salisbury, MA

### Store Hours:

Tuesday - Saturday

9AM - 5PM

Sunday 10AM - 4PM

### Donation Hours:

Tuesday - Saturday

9AM - 4PM

Sunday 10AM - 3PM

**\$2.5 million**  
*raised for local  
charities since 2009.*

Learn more by visiting [leewardfoundation.org](http://leewardfoundation.org)



## Suffering from foot, ankle or heel pain?

**Plantar fasciitis** is usually caused by stretching of the ligament on the bottom of your foot that attaches to the heel bone. The best approach to heel pain is early diagnosis and treatment. What many people don't realize is that serious foot problems can be improved or resolved in almost every case.

Visit our website to learn more about Plantar fasciitis. [www.nefootankle.com](http://www.nefootankle.com)

Specializing in: Diabetic Foot Care • Fractures/Sprains • Neuromas • Ingrown Nails • Bunions • Hammertoes  
Heel Pain • Children's Feet • Plantar Warts • Arch Pain • Sports Injuries • Joint Deformities

 NEW ENGLAND  
FOOT & ANKLE, P.C.



# If your foot hurts, we can help.

Podiatrists Dr. Downs, Dr. Riordan, Dr. Kim and Dr. Olson from New England Foot & Ankle, with offices in Chelmsford and Newburyport, spend quality time with each of their patients in order to better understand each individual patient's foot care needs, and to recommend the best course of treatment. Our patients include infants, children, teenagers, adults and the geriatric population. We specialize in shockwave therapy for foot pain, laser toenail fungus treatment, sports medicine and much more.

Our doctors and staff are dedicated to providing our patients with the finest medical, surgical and rehabilitative treatments for the foot and ankle. Our growth in the community is a direct result of the caring and personal treatment we give our patients.

We at New England Foot & Ankle would like to welcome Dr. Jessica L. Olson as the newest podiatrist of our staff!



Dr. Tim Downs



Dr. Matthew Riordan



Dr. Patricia Kim



Dr. Jessica L. Olson

**CHELMSFORD**  
4 Courthouse Lane  
(978) 441-9241

**NEWBURYPORT**  
260 Merrimac Street  
(978) 463-0086

# Take your first step toward better hearing today



Dierdre Anderson, Au.D., is the owner and director of Audiology Network Services.

Audiology Network Services has been in operation for the past 25 years. Located in Salisbury and Methuen, Dierdre Anderson, Au.D., and her entire staff are assembled for one purpose: to serve patients.

Our goal is to provide you with the best possible hearing care we can, based on your individual needs. We provide a comprehensive array of services related to evaluation, rehabilitation and prevention of hearing impairment.

Attuned to the latest advances and products, the staff of Audiology Network Services ensures we provide our patients with state-of-the-art technology. Additionally, every product we sell includes the highest level of customer service from our experienced, trusted team.

#### How did you get started in this business?

My oldest brother began wearing a hearing aid at age 3 and became a candidate for a cochlear implant at age 30. For the past 30 years, he has been succeeding with a CI. I also have a twin sister who lost her hearing in the left ear at age 4 due to the mumps. I learned quickly to always walk on her right side so she could easily participate in our conversations.

#### What is your background?

I started my private practice in 1995 with one location at Holy Family Hospital in Methuen. In 2000, I opened my second office, in Newburyport. In April 2011, I moved that office over the bridge to Salisbury. My patients enjoy the easy parking, handicapped accessibility into my office, and the sunny, pleasant atmosphere. I look forward to being in both locations.



Courtesy photos

## AUDIOLOGY NETWORK SERVICES

- **Owner/director:** Dierdre Anderson, Au.D.
- **Years in business:** 25
- **Address:** 158 Bridge Road, Salisbury
- **Phone:** 978-465-5321
- **Website:** [www.audiologynetworkservices.com](http://www.audiologynetworkservices.com)
- **Hours:** Tuesdays and Fridays, 8:30 a.m. to 4:30 p.m.; Wednesdays and Thursdays, 11 a.m. to 4:30 p.m.

#### Who are your targeted patients?

Every day, I meet people who are struggling with hearing loss. It is my sincere pleasure to do all I can to improve their hearing.

#### Why do you think your patients select you over your competitors?

Improving someone's hearing is a process, not a quick visit to purchase a product. I have lifelong relationships with my patients. This is difficult to find in today's health care system.

#### What can you offer your patients that others cannot?

I work closely with my patients to help them adjust to better hearing. It is my lifelong commitment to my patients that ensures success. It is always rewarding to be an audiologist.



Pauline Riccio, patient coordinator at Holy Family Hospital.

RIGHT: Ann Catalano, patient coordinator in Salisbury.



# THE BENEFITS OF BETTER HEARING

- ▶ **IMPROVED** hearing power
- ▶ **IMPROVED** interpersonal relationships
- ▶ **IMPROVED** emotional stability
- ▶ **IMPROVED** sense of control over life events
- ▶ **IMPROVED** physical health

## TAKE CARE OF YOUR HEARING

1. Use earplugs around loud noises
2. Turn the volume down
3. Give your ears time to recover
4. Stop using cotton swabs in your ears
5. Take medications only as directed
6. Keep your ears dry
7. Get up and move
8. Manage stress levels
9. Get regular checkups



*Call (978) 465-5321  
to schedule your  
appointment today.*

Audiologist and owner of Audiology Network Services, Dr. Anderson has been improving her patients' hearing since 1987. She has successfully dispensed hearing devices to adults and children in the North Shore, Greater Newburyport and Merrimack Valley.



**Dierdre Anderson,**  
Au.D.

### **Audiology Network Services**

158 Bridge Road, Salisbury, MA 01952

**(978) 465-5321**

[www.audiologynetworkservices.com](http://www.audiologynetworkservices.com)

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**SIEMENS**

# Keeping furry friends healthy and safe

The Natural Dog represents health and wellness for dogs and cats. We strive to provide dogs and cats with a wide selection of natural foods, whole-food supplements and environmentally friendly products.

We extensively research every product, so that our customers can shop with confidence. When possible, we buy local products and support small businesses. We overlook the marketing hype and choose products based on superior nutrition, quality and company ethics.

At The Natural Dog, it is our mission to provide dogs and cats with healthy foods and safe products.

## What types of products do you offer?

We offer a wide variety of natural kibble for dogs and cats. We carry many options of healthy, but affordable dry foods as well as the most premium of brands. We specialize in frozen raw and cooked diets. We have 10 freezers filled with many different forms of raw diets, such as nuggets, patties and bulk packaging. We also carry a wide variety of toys, beds, bowls and treats.

## What makes your business stand out?

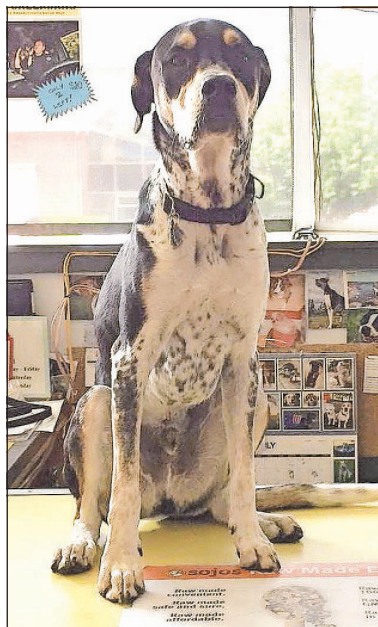
Our customer service and staff knowledge set us apart from other stores. Our staff members have used their expertise to assist many pet owners in selecting the diet that is right for their dogs or cats. We thoroughly research every brand and product prior to bringing it into our store, and our staff is knowledgeable and trained in all products. We also offer a number of specialized products that cannot be found anywhere else in the area.

## How did you get started in the business?

I have a degree in nutrition and practiced as a registered dietitian for many years. I have always been an animal lover and have had an interest in dog and cat nutrition. I changed gears and worked for a large pet food distributor, working

## THE NATURAL DOG

- **Owner:** Dawn Price
- **Years in business:** 13
- **Address:** 155 State St., Newburyport
- **Phone:** 978-499-9909
- **Website:** [www.thenaturaldog.us](http://www.thenaturaldog.us)
- **Hours:** Mondays through Fridays, 9 a.m. to 7 p.m.; Saturdays, 9 a.m. to 5 p.m.; Sundays, 10 a.m. to 5 p.m.



Courtesy photos

Staff dog Arlo greets customers.

alongside many veterinary nutritionists and pet food manufacturers. After spending many years working in the pet distribution industry, I decided to open a store of my own.

## What attracted you to Newburyport?

At the time I decided to leave the pet distribution industry, the Newburyport area did not have a pet retail store that offered healthy alternatives. My goal was to provide healthier options to the community.

## What can you offer your customers that others cannot?

We offer personalized customer service, expert advice on pet nutrition and product selection. My degree in nutrition plus my



Staff dogs Bentley and Tucker have fun playing in the snow.

number of years working with the industry's top veterinary nutritionists and pet food manufacturers have combined to teach me things you can't learn in books. I am able to share this information and pass it along to others.

## What are the biggest challenges facing your business?

The online marketplace is always a challenge for a brick-and-mortar store. We have knowledgeable staff members who are well trained and well versed in animal nutrition, pet products and gear. We test and use every product in our store, so we can provide our customers with the best advice based on our own experience. It is our hope that people will keep

supporting the small, local businesses so that we can continue to provide a service that the online market cannot.

## What motivates you in your work?

Over the years, we have received numerous emails and words of thanks for something we may have recommended or suggested that improved the lives of dogs and cats. That is why we are here and that is what continues to motivate me to continue offering the best products the industry has to offer.

## What is something about your business that people might be surprised to learn?

The Natural Dog is home to a cat named Froto. He came to us very overweight at 26 pounds. After

changing his diet, we were able to bring him down to a healthy 16 pounds. Many customers and non-customers stop by just to say "Hi" to Froto. We love to see the joy that he brings to the community.

## Can you share a unique detail about your business?

I have the best staff! They are a bunch of practical jokers. I have arrived to work with motion-sensored, noise-making bugs hidden in my office, my office chair wrapped in a box and plastic zebras hanging from my computer. ... I never know what to expect when I walk through the door. I am so appreciative of our staff's hard work, dedication and, especially, their sense of humor.

*"We strive to provide dogs and cats with a wide selection of natural foods, whole food supplements and environmentally friendly products."*

**We offer a wide variety of natural and holistic products for optimal pet care:**

- **Frozen raw foods**
- **Freeze dried meals**
- **Dehydrated meat diets**
- **Natural kibble**
- **Canned foods**
- **Recycled beds**
- **Lead Free bowls**
- **Organic toys**
- **Collars & leashes**
- **Biodegradable waste bags**
- **Natural shampoos**

**Every product in our store is chosen based on quality, environmental impact, safety, and company integrity. We represent species appropriate food, alternative care supplements and remedies, eco-friendly products, local and US made products.**



**155 State Street - Newburyport, MA**

**978.499.9909**

[www.thenaturaldog.us](http://www.thenaturaldog.us)

**Open Daily**





## Dedicated to helping clients plan for the future

Some say that “failing to plan is planning to fail.” But we all know that life doesn’t always follow our plans.

In certain matters, having someone with experience and legal knowledge to help you map out a new strategy is necessary. We want to help you plan for your future and the future of your family. Whether it is through contract negotiation, wills, estate and trust planning or even prenuptial agreements, we are here for you.

We also help resolve delicate matters that may overwhelm you, including probating the estate of a family member.

If you find you need a professional and trusted hand to help guide you through sensitive legal circumstances, rest assured, our law office is here for you.

### Describe your practice's focus.

The Law Office of Elaine M. Dalton specializes in wills, estates, trusts

### LAW OFFICE OF ELAINE M. DALTON

- **Owner:** Elaine M. Dalton, Esq.
- **Address:** 8 Federal Way, Suite 5, Groveland
- **Phone:** 978-373-1120
- **Website:** [www.elainedaltonlaw.com](http://www.elainedaltonlaw.com)

and probate; elder law and Medicaid applications.

### What makes your business stand out?

We provide services for the whole family. We believe difficult conversations held now can help prevent problems in the future. You should determine the state of your affairs so the state does not determine them for you.

### Who are your targeted clients?

Everyone. People think they don't

have any assets because they don't own property. That is not true. Everybody needs a will, a power of attorney and a health care proxy. The price of estate planning is a lot less expensive than not doing estate planning

### Why do you think your clients select you over your competitors?

Our office is friendly and comfortable. We are able to take care of the total family, guiding the decision-making process. Estate planning is important no matter what your age, health or financial status. But as we age, getting these key documents updated and in order ensures peace of mind for you and your loved ones. The Law Office of Elaine M. Dalton makes estate planning a relatively simple process. You'll live the rest of your life without the burden of worrying about what tomorrow may bring.

### What makes you feel good about your business?

Our overall office environment and client approach combine to make us unique. We have relationships with our clients. During the holiday season, we send clients a Thanksgiving card, and another card arrives on their birthdays. We like to have a personal touch with our clients.

### How would you describe your team of employees?

They are professional, personable and I treat them like family. We laugh a lot in the office and we are also pet friendly. My dog, Skye, will sometimes come to work with me and greet our clients who are comfortable around dogs.

### How do you support your community?

I volunteer at the Councils On Aging in both Georgetown and Groveland and will often lead seminars on estate planning at their senior centers.



# LAW OFFICE OF ELAINE M. DALTON



## SPECIALIZING IN:

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[www.elainedaltonlaw.com](http://www.elainedaltonlaw.com)



# THE BUTCHERY

182 North Street  
**DANVERS**  
 978-777-3000  
 Open 9AM-7PM  
 7 days a week



2 Morgan Avenue  
**NEWBURY**  
 978-463-3001  
 Open 9AM-7PM  
 7 days a week

*The Difference is Delicious!*

## Weekly Specials

Price valid through 3/5/19

### Fresh Meats

THE BUTCHERY'S OWN-U.S.D.A. CHOICE:  
**FLAT CUT GREY CORNED BEEF** \$4<sup>99</sup><sub>LB</sub>

80% LEAN:  
**EXTRA LEAN GROUND CHUCK** \$1<sup>99</sup><sub>LB</sub>

BONE-IN:  
**PORK BUTTS** 99¢<sub>LB</sub>

GREAT FOR BOILED DINNERS:  
**SMOKED SHOULDER** \$1<sup>99</sup><sub>LB</sub>

GRADE A 5-6LB AVG.:  
**ROASTER CHICKENS** 49¢<sub>LB</sub>

### Prepared Foods

THE BUTCHERY'S OWN:  
**CHICKEN BROCCOLI PENNE** \$2<sup>99</sup><sub>LB</sub>

THE BUTCHERY'S OWN:  
**AMERICAN CHOP SUEY** \$2<sup>99</sup><sub>LB</sub>

THE BUTCHERY'S OWN:  
**SAUSAGE PEPPERS & ONIONS** \$3<sup>99</sup><sub>LB</sub>

THE BUTCHERY'S OWN:  
**FRESH HAM SALAD** \$2<sup>99</sup><sub>LB</sub>

THE BUTCHERY'S OWN:  
**SPINACH DIP** \$2<sup>99</sup><sub>LB</sub>

### Beer & Wine

18PK:  
**GUINNESS PUB CANS** \$11<sup>99</sup><sub>+dep</sub>

12PK:  
**MILLER LITE** \$9<sup>99</sup><sub>+dep</sub>

12PK-ALL VARIETIES:  
**COORS LIGHT** \$12<sup>99</sup><sub>+dep</sub>

750ML:  
**RAEBURN CHARDONNAY** \$11<sup>99</sup><sub>EA</sub>

750ML-ALL VARIETIES:  
**ATLANTIQUE WINES** \$7<sup>99</sup><sub>EA</sub>

1.5L:  
**MEZZA CORONA PINOT GRIGIO** \$10<sup>99</sup><sub>EA</sub>

### DELI

BOAR'S HEAD:  
**MAPLE HONEY TURKEY BREAST** \$6<sup>99</sup><sub>LB</sub>

BOAR'S HEAD:  
**GENOA SALAMI** \$6<sup>99</sup><sub>LB</sub>

BOAR'S HEAD:  
**GOLD LABEL SWISS CHEESE** \$6<sup>99</sup><sub>LB</sub>

### BAKERY

6PK:  
**LABREE'S WHOOPIE PIES** \$3<sup>99</sup><sub>EA</sub>

4PK-ALL VARIETIES:  
**KIMBERLEY'S CUPCAKES** \$2<sup>99</sup><sub>EA</sub>

ALL VARIETIES:  
**TONI'S OWN COOKIES** \$2<sup>99</sup><sub>EA</sub>

**Directions to the Danvers Store:**  
 Take Route 1 North Danvers  
 To Traffic Lights, Turn Right

**Directions to the Newbury Store:**  
 Take Route One North to Rotary. Take 1<sup>st</sup>  
 Exit onto Parker Street. Proceed across  
 1A to Morgan Ave. (next to Town Hall)





### FAMOUS MARINADES

Sirloin Tips | Boneless Chicken  
Boneless Pork | Wings & Thighs

### MEATS

Full Line of Packaged &  
Custom-Cut Meats



### BEER & WINE

A Great Selection of Beer & Wine  
to Compliment Our Food Items

### NEW SEASONED STEAKS

Seasoned With Montreal Seasoning  
Available In All Cuts



### PRODUCE

Expanded Produce Department

### PREPARED FOODS

Salads | Soups | Quiche  
Dips | Desserts

# *The* **BUTCHERY**

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*The Difference is Delicious*

DANVERS: 182 North Street, 978-777-3000 • NEWBURY: 2 Morgan Ave., 978-463-3001

LET US CATER YOUR NEXT FAMILY OR COMPANY PARTY

*Open 7 days a week: Sun.-Sat. 9am-7pm*  
[www.danversbutchery.com](http://www.danversbutchery.com)

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**NORTH of  
BOSTON**  
M E D I A   G R O U P

# LOCAL NEWS WHEREVER YOU GO



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# Our pledge to you: Safe and secure self-storage

Newbury Self Storage opened its first three buildings in October/November 2016, and followed with five more buildings this past November 2018.

At Newbury Self Storage, we have 40-foot-wide drive lanes around all our buildings so it is easy for you — or your movers — to drive up and park right at the door of the storage unit and load items in and out of the storage space in no time. We have free on-site dollies to make your move easier.

Choose from a variety of drive-up, climate-controlled units ranging from 5-by-5 feet up to 20-by-30 feet in size.

## What makes your business stand out?

We provide a better product. Our ceiling heights in our new buildings are 10 feet.

Our climate-controlled units are truly climate controlled. They contain humidity sensors; when the humidity goes over 55 percent, our dehumidification system turns on. Most other self-storage facilities do not have this feature.

Our facility is also entirely equipped with LED lighting, and there are 82 security cameras in operation. The property is fenced in with security gates, and we have installed additional high-speed gates.

Our main building has a glassed-in conference room, with work cubicle stations available to allow our tenants to work remotely free of charge.

One of our new buildings is designed for contractors. The ceiling height is 16 feet, 6 inches, with large, 14-by-12-foot doors. The spaces range from 450 to 600 square feet.

## Who are your targeted tenants?

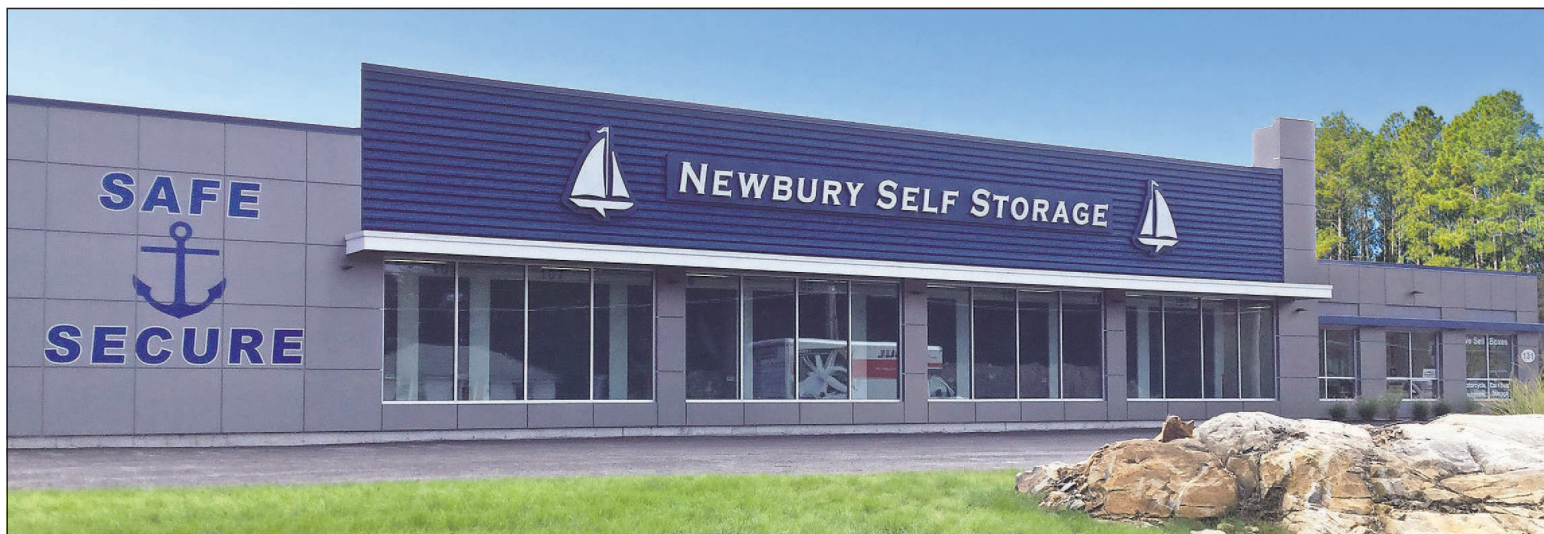
Anyone who needs safe, secure storage.

## Why do you think your customers select you over competitors?

The largest owners of self storage in the U.S. are public companies that report to Wall Street and have a track record of raising rates every six to nine months. We are locally owned.

## What can you offer your customers that others cannot?

Our free business center provides all the conveniences of a modern office on-site. Whether



Photos courtesy of carmonemery.com



## NEWBURY SELF STORAGE (STOWAWAY STORAGE NEWBURY LLC)

- **Address:** 131 Newburyport Turnpike (Route 1), Newbury
- **Phone:** 978-255-1157
- **Website:** [www.Newburyselfstorage.com](http://www.Newburyselfstorage.com)
- **Hours:** Office hours are Mondays through Fridays, 9 a.m. to 6 p.m.; Saturdays, 9 a.m. to 1 p.m.; closed Sundays. Gate hours allowing tenants access to their rented units are 6 a.m. to 10 p.m. daily.

you need to check email, hold a business meeting, or just get some

work done, Newbury Self Storage makes it easy to do business in our state-of-the-art business center featuring complimentary Wi-Fi and conference room.

## What is something about your business that people might be surprised to learn?

Not only are your belongings safe at our facility, you are, too, with our surveillance, lighting and protected gates. The property is monitored 24 hours a day by a state-of-the-art indoor/outdoor high-definition DVR surveillance system. The entire property is over-lit with LED lighting. No matter where you are at our storage

facility, you can count on proper lighting.

This facility is also secured by a keypad gate/door access system that requires customers and employees accessing the property to enter individual, unique access codes.



**NEWBURY SELF STORAGE**

NEWBURY, MA



978-255-1157



# Phase 2 NOW OPEN - 5 New Buildings

 **10' & 16½' Foot Ceiling Heights**

 **Climate Control with Dehumidification**

 **LED Lighting**  **82 Security Cameras**

 **Glassed in Conference Room**  
**with Private Cubicle Workstations**

[newburyselfstorage.com](http://newburyselfstorage.com)

# Taking care of a vehicle is no easy task

At Amesbury Chevrolet, we strive to provide our customers with great rates on services like oil changes, tire rotations and alignments. Our GM Certified experts deliver superior service in comparison to the chain outlets with their less-specialized expertise. In addition, we offer a bargain in comparison.

Vehicles are complicated machines and as such, one little problem can result in some big consequences. That's why it is so important to constantly repair and service your vehicle.

## What makes your business stand out?

Our Amesbury Chevrolet service team has plenty of experience in repairing vehicles. That is why they are the best people to service your vehicle. We are always here to take care of you, especially with the addition of our all-new Chevy Express Service Center.

## What type of service do you offer?

Amesbury Chevrolet Service Center services all makes and models in our new state-of-the-art, 23-bay facility. From regular oil changes to major engine overhauls, we can do it all.

## Pickup and drop-off

If you're busy, we understand. That's why we're here to help. If you don't have the time to take your car in for service, we can pick it up for you. After the service is done, we can then deliver it back to your house.

## Mobile unit

Our all-new mobile unit has all the benefits of pickup and drop-off — except we do part of the service right at your house. If you're having issues with your car, but you're not sure what's wrong, we can handle that for you. Our mobile unit does vehicle diagnostics so that you can know what's wrong with your vehicle before you bring it to us.

## Chevy Express

When we say "express," we mean it. With the all-new Chevy Express Service Center, you won't need to make an appointment or even plan your entire day around service. Thirty different service bays mean you'll be able to get help when you need it. We know that it can be hard to work service around your schedule. That's why the new Chevy Express Service Center has extended service hours.

## We care about our customers.

We care about you, which is why we're so excited about our new Chevy Express Service Center. No matter what you need, we are always here to help.



Ron Caswell, manager of the Amesbury Chevrolet Service Department, which is equipped with more than two dozen service bays.



Adam Sachetti works on a vehicle in the Amesbury Chevrolet Service Department.

## When should I replace my vehicle's windshield wipers?

Whenever the weather starts to take a turn for the wetter, it's a good idea to have a fully functioning set of windshield wipers. However, if you notice that your wipers are leaving streaks on your windows or

squeaking when they move, then those are the best indicators that you need a new set of wipers for your windows.

## How often should I change my oil?

Every driver knows that age-old adage about changing the oil in your vehicle

## AMESBURY CHEVROLET SERVICE CENTER

- **Service manager:** Ron Caswell
- **Address:** 103 Macy St., Amesbury
- **Phone:** 978-388-9700
- **Website:** [www.amesburychevy.com](http://www.amesburychevy.com)
- **Hours:** Mondays through Thursdays, 8:30 a.m. to 8 p.m.; Fridays, 8:30 a.m. to 6 p.m.; Saturdays, 8:30 a.m. to 5 p.m.; Sundays, 11:30 a.m. to 4 p.m.

every six months or 5,000 miles. However, the truth is a little more complicated than that. In order to find the answer that you are looking for, the best place to look is inside the owner's manual of your vehicle, where it should tell you when your vehicle needs its oil changed.

## When should I have my tires balanced and my tire alignment checked?

It's a good habit to have your tires rotated and balanced on a routine basis, say every 5,000 to 7,500 miles. However, any time that you notice your vehicle driving off-balance, have your alignment checked out as soon as you can. While it might not seem like a huge problem at the moment, an off-balance vehicle can quickly lead to some serious problems for you on the road.



***WE'LL BEAT ANY  
ADVERTISED PRICE!***

## **The Amesbury Advantage!**

**Amesbury Chevrolet Service Center**  
**No Appointment Necessary**

**WE WILL:**

- **Pick up and drop off of your vehicle**
- **Match and/or beat any competitors' pricing**



***WE SERVICE ALL MAKES AND MODELS IN OUR  
NEW STATE OF THE ART 23 BAY - FACILITY***

**103 Macy St. Amesbury, MA 01913**  
**978-388-9700**

# Hastings Floor Covering: Your local flooring professionals

Since opening its doors in Groveland in 1976, Hastings Floor Covering has been family owned and operated, and serving customers from the Merrimack Valley, North Shore and Southern New Hampshire.

It's our philosophy to treat every customer with personalized service along with quality products — that's what keeps our customers coming back.

#### What types of products and services do you offer?

Our product lines include prefinished hardwood, sheet vinyl, luxury vinyl, carpeting, area rugs, braided rugs, natural stone, ceramic and porcelain tile.

#### HASTINGS FLOOR COVERING

- **Address:** 919 Salem St., Groveland
- **Phone:** 978-521-8848
- **Website:** [www.hastingsfloor.com](http://www.hastingsfloor.com)
- **Hours:** Mondays through Fridays, 9 a.m. to 5:30 p.m.; Saturdays, 9 a.m. to 4 p.m.

#### What makes your business stand out?

Our sales, service and installations are all performed by in-house employees.

#### Who are your targeted clients?

We service both residential and commercial clients who need prefinished hardwood, sheet vinyl, luxury vinyl, carpeting, area rugs, braided rugs, natural stone,

ceramic and porcelain tile floors, as well as tile walls, backsplashes, showers and tub surrounds.

#### Why do you think your clients select you over your competitors?

Our staff is well versed and knowledgeable in the flooring products we sell and in their installation. They are courteous, conscientious and take pride in their craft.

#### What is something about your business that people might be surprised to learn?

Over the last 20-plus years, we have employed several students from Whittier Regional Vocational Technical High School in Haverhill from a variety of shops, such as masonry, carpentry and marketing. This is a way that we

can help our communities and share our passion for tradesmanship. A few of the students have stayed on with us and continued in their fields. Those who have chosen something different still stop by to say hello.

#### What motivates you in your business?

What motivates us is seeing the improvements to a client's home after we complete an installation.

#### Can you share a unique detail about your business?

Because most of us work in different areas of the family business, Linda and Hank Hastings always host a family dinner on Sundays. This allows us to step away from being coworkers and gives us all a chance to catch up as a family.

CARPET ♦ TILE ♦ HARDWOOD ♦ LINOLEUM ♦ RESIDENTIAL & COMMERCIAL



## HASTINGS Floor Covering

*Turning a house into a home — one room at a time*

**919 Salem St. ♦ Groveland, MA ♦ 978-521-8848**

*Family owned since 1976*

[www.hastingsfloor.com](http://www.hastingsfloor.com)