

MAKING NEWS

Email marketing seminar offered

NORTHAMPTON — Hidden-Tech presents “The Power of Email Marketing and Constant Contact, Tuesday, from 5:30 to 9 p.m. at the Media Education Foundation Community Room at 60 Masonic St. Learn how to reach your customers and prospects with professional email communications. The talk is presented by Corissa St. Laurent, regional development director of Constant Contact. Reservations are required. More details and registration are available at www.Hidden-Tech.net.

Hart & Patterson launches new Northampton office

AMHERST — Hart & Patterson Financial Services LLP is opening an office in Northampton. The independent financial planning firm will be located in the Felt Building near the Smith College campus and is slated to open its doors in early fall.

Also, Vikki D. Lenhart will join the firm. Lenhart will work out of the Northampton and Amherst offices. Her roles include managing client relationships, assisting with investment research, monitoring client portfolios and implementing investment strategies. In addition, Lenhart will prepare for and participate in client meetings.

Lenhart is a candidate for certified financial planner certification. In addition, she is licensed in life, accident and health insurance. She has a master's degree in business administration from the University of Massachusetts Amherst and a bachelor of arts degree from Mary Washington College in Fredericksburg, Va.

Belchertown cafe owner part of TV cooking segment

BELCHERTOWN — Joan Dahl-Lussier, owner of the Roadhouse Café, is proud to announce her participation in a cooking segment scheduled to air Dec. 3 on the WGBY TV program, “On the Menu.”

WGBY chooses restaurants for “On the Menu” based on geography, each chef's unique cooking style and use of locally grown produce and farm-raised products. The Roadhouse Café was chosen for a breakfast segment, featuring Dahl-Lussier's award-winning organic blueberry pancakes, along with other specialty breakfast dishes.

The “On the Menu” TV program, featuring the Roadhouse Café, will air Thursday, Dec. 3 at 7:30 p.m. on WGBY (Channel 57).

The cafe is located on Bay Road and Route 9 in Belchertown. For information, call 323-6175 or go online to www.roadhousecafe.net.

Three-County Fair wins ad awards

NORTHAMPTON — Northampton's Three-County Fair garnered five awards at the 2009 Massachusetts Agricultural Fairs' Association Media Awards competition, held Nov. 7 at the Courtyard by Marriott in Marlborough.

The fair won in the newspaper advertising, poster and television advertising categories, placed second in the brochure category and third in the advertising specialties category — all in the major fairs designation.

The awards, presented at the MAFA annual meeting, are coordinated by Eastern States Exposition's Noreen Tassinari, director of marketing, and Catherine Pappas, communications manager. Seventeen fairs from across the state participated in the competition, which drew a record 98 entries.

The competition takes place in October and is open to all fairs, festivals and agricultural shows that are members of MAFA. Submissions for 2010 will be accepted at The Big E's marketing department following the Big E next fall. For information on entering next year, call 205-5041

Co-op bank to host food drive

NORTHAMPTON — Northampton Cooperative Bank is hosting a food drive through the month of November to collect donations for the Food Bank of Western Massachusetts. Employees, customers, and anyone who wishes to help are encouraged to bring non-perishable food items to any of the bank's three offices: 67 King St., Northampton; 6 Main St., Florence; and 253 Triangle St. in Amherst. Needed items include: peanut butter and jelly, canned soups, pasta and canned sauce, canned beans, tuna and low-sugar cereals. Donors are asked to avoid items in glass.

The Food Bank of Western Massachusetts works to alleviate hunger throughout western Massachusetts, distributing food and providing nutrition assistance through more than 400 member-agency programs. For more information, or to make a donation, visit www.foodbankwma.org or call 586-6479.

Big Y Foods offers gas rewards

SPRINGFIELD — As part of a response to the difficult economic times, Big Y Foods Inc. announces its collaboration with three local gas station suppliers: F.L. Roberts, O'Connell Oil Associates and Pride. The simple savings program works with Big Y's Express Savings Club silver and gold coins that customers earn for grocery purchases. Big Ys are located in Amherst, Northampton, South Hadley and Southampton.

The deal is 5 cents off per gallon with a silver Big Y coin up to 20 gallons or 20 cents off per gallon with a gold Big Y coin up to 20 gallons. Both offers are for single transactions only and not cumulative. The coin is redeemed by the attendant at the gas station, not in the supermarkets. The station attendant adjusts the price on the pump according to the coin used prior to the customer pumping their gas. The program is slated to run through Dec. 31. Also, for every \$50 grocery purchase at Big Y, customers can receive a bonus silver coin.

The program is offered at 52 gas stations in all four counties of western Massachusetts. The stations are listed on Big Y's Web site at www.bigy.com.

It's the most wonderful time of the year ... FOR SHOPPING!



KATHLEEN DUNCAN

Seasonal shoppers get a jump on the holiday season Thornes Marketplace on Thursday in downtown Northampton.

Thornes Marketplace welcomes new stores, preps for the holidays

By DYLAN KLEMPNER
Gazette Contributing Writer

NORTHAMPTON — Black Friday is nearly upon us.

Thankfully, Thornes Marketplace continues to feed the local shopping frenzy as it welcomes two new stores this holiday season, Monella and Twist.

Monella
Opened earlier this month, Monella offers contemporary clothing, shoes and accessories for women.

The store is the second in a small chain of stores owned by Haluk Ozek and Betul Zaimoglu. The original Monella is located Harvard Square; Ozek's first store, Mudo, is also located there.

Customers familiar with the Cambridge stores will find similar modern fashion designs at the Northampton location. Lines include Mavi Jeans and shoes by Jeffrey Campbell.

“We try to speak to everybody from age 16 to 80,” said Zaimoglu.

Zaimoglu said she and Ozek travel the world over looking for the latest in women's wear.

“We go to Europe. We go to shows here. You have to follow the lines,” she said.

Zaimoglu said that she and her partner focus on comfort, then fashion.

“I listen to people,” she said. “They want something dressy and comfortable. When we go to shows, we look at the comfort first. Then we see if it's in fashion, if people will wear it or not.”

When asked about her experiences so far in Northampton, Zaimoglu said: “We love it here. It's a different feeling compared to a city, compared to Boston. It is very cozy. People are lovely.”

Zaimoglu said customers and vendors from the area have all come out to welcome her to the city. They sent flowers and well-wishes. “You don't get that in Boston,” she said.

Twist
The marketplace also welcomes Twist, a store selling contemporary art and crafts.

Twist is a “pop-up store” and will only be open through December. According to Lexie Barnes, the store's co-founder, Twist carries art, jewelry, fabric lunch bags, housewares, house décor, items for babies, and iron lamps from Benjamin Westbrook.

Twist grew out of the local crafts fair by the same name. The event features modern handmade crafts and art. It is held twice per year — in November and in May — at the Northampton Center for the Arts.

Barnes, also the fair's co-founder, said that the biannual event has a festive atmosphere, including entertainment and refreshments.

Barnes said she opened the store in Thornes to “help promote the show and give local and regional artists and designers a high profile showcase.”

While Barnes admits customers won't get the full experience of the Twist fair by shopping in the Twist store, “they will get a little of the flavor.”

Customers will also have an opportunity to purchase locally designed products that may not have been available at the fair. Included among them are handbags by Barnes herself and robes by Kara Harper.

On Dec. 21 to 24 and Dec. 28 to 31 from 11 a.m. to 4 p.m., the Twist store will offer drop-in craft workshops for children ages 3 to 12. The cost for the

workshops is \$10 per child. All materials will be included. To participate, children must be accompanied by a parent or guardian.

Holiday activities
In addition to the new store openings, Thornes marketing director Tim Grader said the marketplace will be offering some holiday events.

Beginning on Dec. 10, Thornes will again offer its annual gift-wrapping service. Located on the building's second floor, the service is a collaboration between Thornes and Cooley Dickinson Hospital. According to Grader, Thornes makes a donation to the hospital, and the hospital's volunteers staff the booth.

“Customers don't need to shop here to use the services,” added Grader.

On Dec. 12, WRNX will broadcast live from the gift-wrapping booth. Customers can have their gifts wrapped by the station's employees and radio personalities. Customers will also have a chance to win a free CD.

Santa Claus will also take a break from his busy schedule and visit Impish from 1 to 3 p.m. on Dec. 12 and 13. A professional photographer will not be available.

“We encourage parents to bring their cameras,” said Grader.

The city's Business Improvement District also presents a concert series in December. Guest artists from WRSI perform from 5 to 6 p.m. on Dec. 4, 11 and 18. Area string bass students will also perform on Dec. 18 at 4:30 p.m., and on Dec. 19 piano students will perform at 1:30 p.m. and the string quartet from Holyoke Civic Symphony from 2:30 to 5 p.m. On Dec. 20, jazz pianist Steven Page will perform from 1 to 3 p.m.



KATHLEEN DUNCAN

Twist, a new temporary store at Thornes, is full of clothing, bags and cards.



KATHLEEN DUNCAN

Monella, another new store at Thornes, sells clothing and accessories for women.