

NORTHERN DUTCHESS FOCUS

SATURDAY, MAY 28, 2011

NEWS & EVENTS

Covering the communities of:

- Amenia
- Clinton
- North East
- Pine Plains
- Red Hook
- Rhinebeck
- Stanford
- Wassaic



Red Hook campaign challenges residents to cut back energy use

Program promotes variety of activities for conservation

By Jackie DiMarzo
For Focus

Last October, the town and village of Red Hook adopted a new energy-saving campaign, the Ten Percent Challenge. The campaign, endorsed by the town and village boards, challenges communities, businesses, institutions and households to reduce their energy use by 10 percent.

"It's a year-long challenge. So we're halfway through," said one of its organizers, Laurie Husted, sustainability coordinator at Bard College in Annandale.

Husted and several others, including Brenda Cagle, chair of the Red Hook Town Conservation Advisory Council, were inspired to begin the mission, in part, by Sustainable Hudson Valley's regional Ten Percent Challenge led by Melissa Everett.

"Melissa's support helped us decide that we could launch a challenge this year to our community and get as many people involved as we could," Husted said.

"The idea was to get people talking, not necessarily about this amorphous climate concept, but how they can save energy in their own homes and do some-



Courtesy photo

Roger Husted of Red Hook and his daughter, Tessa, bike to help save energy as part of the Red Hook's Ten Percent Challenge.

thing good for their community," Husted said. "That is the message we are continuing to try to get out."

For example, May was National Bike Month, so the Ten Percent Challenge in Red Hook incorporated that into their list of activities on the website and began promoting it as a way to save energy.

"When you get on your bicycle, you have more interaction with people in your community," Husted said. "Also you're saving money and helping the climate."

Last month, the challenge raffled off 10 compost bins that had been donated by Royal Carting.

"Then we got a grant from Clean Air-Cool Planet and gave coupons for 10 more and took

pre-orders," Husted said. "We have almost 30 people composting, which is a great introduction for the community for saving your trash, throwing out less and saving your pocketbook."

The event page on www.redhookchallenge.org keeps people up to date with challenge events. People who take the pledge on-

line are also sent e-mails about twice a month with news about what's coming up, she said.

Husted said she encourages local residents to take the pledge, even if they're just considering trying to save on their energy bill.

"It's non-binding. Ten percent is sort of that painless level ... and sometimes you get a \$10 coupon out of it. It was fun to put out by e-mail: 'Who wants a compost bin discount?' — and getting responses within minutes," she said.

Nonresidents participate

Even if you don't live in Red Hook or Tivoli, you can still go to the site and take the pledge. "While we focus our outreach on Red Hook, it benefits anyone," Husted said.

According to the website, the most common actions take by Challenge participants to reduce their energy use was to drive fewer miles per year through carpooling, telecommuting and combining errands; changing incandescent light bulbs to compact fluorescents and turning the thermostat down in the winter.

Other ideas include washing laundry in cold water, weatherizing the home by sealing windows and doors, and putting electronic devices on a UL-approved power strip, making it easy to turn the power strip off

Continued on page 2

PSRST STD
U.S. POSTAGE PAID
WHITE PLAINS, NY
PERMIT 1500

JK's WINE & LIQUOR

Located in the Kingston Plaza
845.331.6429
www.jkswineandliquor.com
Monday to Saturday 9am to 9pm | Sunday 12pm to 5pm

NEW PRODUCTS ARRIVING REGULARLY
Free Membership to our Discount Wine Club Senior Discount Every Wednesday

WINE OR SPIRITS TASTING
Most Thursdays - Saturdays 4:30 - 6:30 pm

10% off most Wines & Champagnes
5% off most Liquor WITH COUPON

All Major Credit Cards Accepted
15% CASE DISCOUNT EVERY DAY on Most Wines & Champagnes

The Kingston Cigar Shoppe

Located in the Kingston Plaza next to JK's Wine and Liquor
845.331.0500
Monday 10am - 5pm
Tuesday-Saturday 11am-7pm
Sunday 12 noon - 5pm

Offering a large selection of cigars at affordable prices plus cigar accessories, pipes and pipe tobacco

COME CHECK OUT OUR SMOKING LOUNGE
WWW.KINGSTONCIGARSHOPPE.COM

10% off ALL PURCHASES WITH COUPON at the Kingston Cigar Shoppe

STOP CALLING THE REST & CALL THE BEST!

ALL TYPES OF ROOFING

Metal • Flat • Cedar • TPU • EPDM • Authentic • Slate • Versico • Solar • Soffits • Chimney Repairs • Attics • Siding • Sunrooms • Decks • Additions • Finished Basements • Porches • Yankee Gutters • Roof Vents • Repairs • Gutters

Member of the Chamber of Commerce

HUDSON VALLEY ROOFING
Don't Move... Improve!
One Call For All Your Needs
www.hudsonvalleyroofingcorp.com

FREE ESTIMATES - SENIOR DISCOUNTS
(845)457-1560
(800)387-2342

Hudson Valley Roofing Corporation

Environmental Friendly Roof Products
Condos & Townhouses
Energy Star Products

Go Green and Save 10%!

When you need a new doctor, dial **1888 525 HQMP (4767)**

HQMP (4767) When your kids need shots, dial **1888 525 H**

u need a physical, dial **1888 525 HQMP (4767)** When your

back pain won't go away, dial **1888 525 HQMP (4767)**

MP (4767) When you have a cold, dial **1888 525 HQMP (4767)**

When you have a mysterious rash, dial **1888 525 HQMP (4767)**

525 HQMP (4767) When it's time for your annual check-up,

away, dial **1888 525 HQMP (4767)** When that cough won't

When you need a great doctor, dial **1888 525 HQMP (4767)**

8 525 HQMP (4767) When you need a specialist referral, dial

hen your allergies are acting up, dial **1888 525 HQMP (4767)**

1888 525 HQMP (4767) When you want a flu vaccine, dial

When you need a great doctor in your neighborhood,

Dial **1888 525 HQMP (4767)**

HEALTH QUEST MEDICAL PRACTICE
HEALTH QUEST SYSTEMS

Devices showing energy use available at libraries

Continued from page 1

when not in use.

One of the most concrete ways to begin your quest to save energy is to borrow a Kill A Watt meter from your local library.

"You put the meter in between the socket and your plug. Next, you click through the screens to how many watts (the appliance) is drawing," Husted said. "If you punch through the numbers, it tells you how much it's going to cost you over a day, a week, a month, and a year (to leave that particular item plugged in)."

Even if the appliance is off, it still takes the measurement of how many watts it's using.

"The screen is right on the meter itself. As soon as you plug it into the wall and plug the appliance into it, it flashes what's going on. And then if you turn on whatever it is, then it will increase in front of you," said Husted, who made a game out of it with her children.

"We just went around the house labeling everything with sticky notes: the coffee maker draws this much and the microwave draws this much. It's really fun," she said.

Girl Scout event set

Husted will represent the challenge at the Girl Scouts Northern Dutchess Community Campout June 4 at Wilcox Memorial Park in Milan.

"They have 20 tables with different activities and all the Girl Scouts from the region are coming," she said.

Since Husted's table relates to electricity, she will do a comparison of incandescent Christmas lights and the new LED Christmas lights.

"They'll get to see the differences and chart it out a little bit with the Kill A Watt meter. Then they can go home and borrow it from the library," she said.

Kill A Watt meters are available to borrow at Red Hook and Tivoli libraries in northern Dutchess and elsewhere in the Mid-Hudson Library System at Beacon, Dover Plains, Highland and LaGrange libraries.

There is no one person leading the challenge, Husted said. It's more of a community-wide

On the Web

Town of Red Hook Ten Percent Challenge: www.redhookchallenge.org
Sustainable Hudson Valley: www.sustainhv.org/10pct-main
Personal Energy Planner: www.myenergyplan.net/estimator

effort. "Two to four of us push it along," she said. "The idea was to empower other community groups to lead."

Village of Red Hook Mayor Ed Blendell, Kathy O'Connor, Theresa Laibach and Robert McKeon are others who have taken leadership roles in the effort, Husted said.

Red Hook just received a grant from the New York State Energy Research and Development Authority to have an energy consultant for the year, Husted said. Anne Marie Hirschberger, Climate Change Law and Policy Advisor at Pace Law School's Energy and Climate Center, recently started working on Red Hook's climate action plan.

The plan will address the residential, commercial and transportation sectors of the Red Hook area. Community input and involvement will be sought throughout the process, according to a press release.

"Addressing climate change at the local level is a critical element in achieving meaningful greenhouse gas reductions, and the Town of Red Hook has already demonstrated leadership in this area. I look forward to working with the town over the coming year to build upon its current programs," Hirschberger said in the release.

Red Hook Town Supervisor Sue Crane said, "The Town of Red Hook is delighted to be associated with the impressive resources of the Pace Energy and Climate Center (PECC) through this (New York State Energy Research and Development Association) funded program. For years the Town Board and our volunteer Conservation Advisory Council leadership have pursued



Courtesy photos

Above, Melissa Everett of Sustainable Hudson Valley, Laura Priscott and Molly Williams man the pledge table and Lori and Jeff Urbin, below, perform a compost demonstration in front of Mac's Agway in Red Hook at the kickoff event for the Ten Percent Challenge last October.

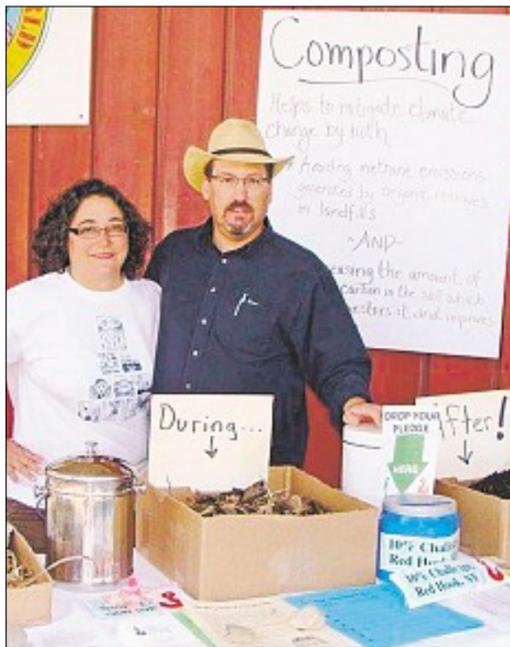
efforts to raise awareness, provide education and demonstrate our commitment to sustainable programs and projects. With Anne Marie Hirschberger's experienced management skills, together with the expertise of PECC consultants, we look forward to joining in creative practical, replicable climate change programs that will help residents reduce their energy usage."

Make an energy plan

Husted also recommended making a personal energy plan at www.myenergyplan.net for anyone interested in finding out what energy and dollar savings are possible in their home.

"You'll be able to figure out what it's worth to pursue different energy-saving ideas — like buying an Energy Star dehumidifier and unplugging your old one — for me it showed I'd save over \$130 per year with that upgrade," she said.

Jackie DiMarzo is a freelance writer. Reach her at focus@poughkeepsiejournal.com



FOCUS Staff

Loren Hoffman
Coordinator
focus@poughkeepsiejournal.com

Dugan Radwin
Page Designer, Copy Editor
focus@poughkeepsiejournal.com

Poughkeepsie Journal
A GANNETT COMPANY

Barry Rothfeld
Publisher
brothfeld@poughkeepsiejournal.com

Jan Dewey
Advertising Director
jdewey@poughkeepsiejournal.com

Stuart Shinske
Executive Editor
sshinske@poughkeepsiejournal.com

Jean Harris
Market Development Manager
harrisje@poughkeepsiejournal.com

Nora Pietrafesa
Human Resources Manager
npietraf@poughkeepsiejournal.com

Randy Sutherland
Controller
rsutherl@poughkeepsiejournal.com

Bill Farrell
Circulation Manager
farrellb@poughkeepsiejournal.com

Contact us
Focus number
845-437-4841
focus@poughkeepsiejournal.com
To subscribe to the Poughkeepsie Journal
1-877-424-4341
To advertise call
845-437-4789

Focus is published every week by the Poughkeepsie Journal, which is owned and published daily and Sunday by Poughkeepsie Newspaper Division of Gannett Satellite Information Network, Inc. Contents ©2011 Poughkeepsie Journal.

CELEBRATING
65
YEARS

See our exclusive line of
Diamond Engagement Rings with a 360° view
www.desjewelers.com

She said Yes...



Solitaire Diamond Engagement Rings
GIA Certified Diamonds
Competitive with Diamond District & Internet Pricing

She said Yes all over again!



Diamond Anniversary Bands
Accented with Rubies, Sapphires
and Emeralds
20% Savings

De'S Jewelers

(845) 452-0026 • Poughkeepsie Plaza • www.desjewelers.com

RUGE'S MINIVAN MONTH

Chrysler
MINIVAN
MONTH

GREAT FINANCING



2011 Chrysler Town & Country

CONSUMER DIGEST BEST BUY

BEST PRICED MINIVAN

7 PASSENGER STOW-N-GO

SPECIAL PRICING AND PACKAGING

2011 Dodge Caravan

STARTING AT \$23,995*

BEST SELLING MINIVAN

290HP V6 STANDARD

RAM DODGE CHRYSLER Jeep

CHRYSLER, DODGE, JEEP | 6882 Rt. 9 • Rhinebeck, NY 12572 • 845-876-1057