

# Cranston Chamber News

A publication of the Cranston Chamber of Commerce



November 2006

Volume 5, No. 9

48 Rolfe Square, Cranston, RI 02910

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# Be an Informed Voter

*Here are this year's local bond questions.*

### **PUBLIC LIBRARIES** **\$900,000** **BONDS AND NOTES**

(Chapters 395/523 - Public Laws 2006) "Shall an act, passed at the 2006 session of the general assembly entitled 'An Act Authorizing the City of Cranston to Issue Not More than \$900,000 Bonds and Notes (not more than \$600,000 of which shall be used to finance the acquisition, construction and equipping of a new public library branch in the Arlington section of the city and not less than \$300,000 of which shall be used to finance repairs, renovations and upgrades and equipment for all public libraries)' be approved?" (There is more information on this issue on page 5)

### **THE HUGH B. BAIN, PARKVIEW AND WESTERN HILLS MIDDLE SCHOOLS** **\$9,585,000** **BONDS AND NOTES**

(Chapters 427/529 - Public Laws 2006) "Shall an act, passed at the 2006 session of the general assembly, entitled 'An Act Authorizing the City of Cranston to issue not more than \$9,585,000 bonds and notes to finance the renovation, rehabilitation, repair, improvement, furnishing and equipping of the Hugh B. Bain, Parkview and Western Hills Middle schools' be approved?"

### **PLAYGROUNDS AND ATHLETIC FIELDS** **\$2,710,000** **BONDS AND NOTES**

(Chapters 391/528 - Public Laws 2006) "Shall an act, passed at the 2006 session of the general assembly, entitled 'An Act Authorizing the City of Cranston to issue not more than \$2,710,000 bonds and notes to finance the acquisition, construction, improvement, renovation, repair, alteration and equipping of playgrounds and athletic fields' be approved?"

### **PUBLIC WORKS AND HIGHWAY EQUIPMENT AND CONSTRUCTION OF A SALT STORAGE FACILITY** **\$530,000** **BONDS AND NOTES**

(Chapters 392/522 - Public Laws 2006) "Shall an act, passed at the 2006 session of the general assembly entitled 'An Act Authorizing the City of Cranston to Issue Not More than \$530,000 Bonds and Notes to Finance the Purchase of Public Works and Highway Equipment and Construction of a Salt Storage Facility' be approved?"

### **PUBLIC HIGHWAYS** **\$3,000,000** **BONDS AND NOTES**

(Chapters 393/526 - Public Laws 2006) "Shall an act, passed at the 2006 session of the general assembly, entitled 'An Act

Authorizing the City of Cranston to issue not more than \$3,000,000 bonds and notes to finance the repair, construction and rehabilitation of public highways throughout the City of Cranston' be approved?"

### **SEWER SYSTEM** **\$8,500,000** **BONDS AND NOTES**

(Chapters 394/524 - Public Laws 2006) "Shall an act, passed at the 2006 session of the general assembly entitled 'An Act Authorizing the City of Cranston to issue not more than \$8,500,000 bonds and notes to finance upgrades and renovations to the City's sewer system, including gravity lines, force mains, pump stations and the treatment plant' be approved?"

### **FIRE STATIONS AND EQUIPMENT FOR THE FIRE DEPARTMENT** **\$4,335,000** **BONDS AND NOTES**

(Chapters 396/525 - Public Laws 2006) "Shall an act, passed at the 2006 session of the general assembly entitled 'An Act Authorizing the City of Cranston to Issue Not More than \$4,335,000 Bonds and Notes to Finance the Acquisition, Construction and Rehabilitation of Fire Stations and Facilities and the Purchase of Equipment for the Fire Department' be approved?"

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# Advocacy Looks at Two Proposed Rules Through Small Business Review Panels

**T**he Office of Advocacy is participating in the review of two regulatory proposals to examine their potential impact on small business. This review process is mandated by the Regulatory Flexibility Act, as amended by the Small Business Regulatory Enforcement Fairness Act.

On August 16, the Occupational Safety and Health Administration (OSHA) formally commenced a Small Business Advocacy Review (SBAR) panel for its Cranes and Derricks in Construction Standard. OSHA's proposal would strengthen training and certification requirements for crane operators, impose new safety requirements for the assembly and disassembly of cranes, and mandate additional inspection requirements.

Meanwhile, on August 17, the Environmental Protection Agency (EPA) commenced a SBAR panel to review its planned rule to further control air pollution from small gasoline-powered engines and equipment. The rule would require new emission controls on engines used in lawn and garden equipment, as well as engines used in boats. The panel met with small business engine and equipment manufacturers on September 12 to formally hear their views on how the rule would affect their operations.

Both SBAR panels consist of officials from the agency that will propose the rule (OSHA or EPA), the Office of Advocacy, and the Office of Information and Regulatory Affairs within the Office of Management and Budget. In addition to these three federal agencies, a number of small entity representatives from the affected industries reviewed the draft proposal and provided comments to the panel. The panels consider how the proposed rules would affect small businesses and how these rules might be made less costly and burdensome. SBAR panels are required for all OSHA and EPA rules that are expected to have a significant impact on a substantial number of small entities.

OSHA's draft proposal was developed by its Cranes and Derricks Advisory (C-DAC) panel, which met in 2003 and 2004 and drafted the rule. The rule would clarify OSHA's crane safety standards for construction, which consist of incorporated industry consensus standards dating to the 1970s and earlier. The C-DAC felt that a single, revised rule would promote safety and be easier to comply with. The OSHA panel hosted conference calls with small entity representatives on August 19-20 and received input on the proposal.

SBAR panels are regulated by statutory deadlines. Reports containing panel recommendations must be issued no later than 60 days after the review panel convenes; therefore, the OSHA panel must issue its report by October 15, and the EPA panel must issue its report by October 16. After the panel reports are made final, OSHA and EPA will issue proposed rules for public comment before finalizing their respective regulations. Each proposed rule will discuss the findings of the SBAR panel and any changes made by OSHA or EPA. For further information on the OSHA rule, please contact Assistant Chief Counsel Bruce Lundegren at (202) 205-6144 or [bruce.lundegren@sba.gov](mailto:bruce.lundegren@sba.gov). For information about the EPA rule, please contact Assistant Chief Counsel Keith Holman at (202) 205-6936 or [keith.Holman@sba.gov](mailto:keith.Holman@sba.gov).

## Washington Trust Offers Home Buyer Assistance

**W**ashington Trust Company has announced the Bank will provide funds to create housing opportunities for income-eligible households through the Equity Builder Program.

Washington Trust recently received a \$100,000 grant from the Federal Home Loan Bank of Boston, to assist borrowers with down payment and closing costs on a first-come first-served basis. Eligible borrowers may request up to \$15,000 per household, and have household income no greater than 80% of the area median income. Eligible properties would include single family, owner-occupied, 1-4 family, town homes, duplexes, and condominiums. Borrowers also must attend a homeownership counseling program. For more information, contact Linda S. Smith, Vice President of Retail Lending at 401-348-1229.

The Washington Trust Company is the largest independent bank headquartered in Rhode Island. A state-chartered bank, Washington Trust offers a full range of financial services, including wealth management, through its offices located in Rhode Island, southeastern Connecticut and Massachusetts. Founded in 1800, the Bank is a subsidiary of Washington Trust Bancorp, Inc., whose common stock trades on The NASDAQ Stock Market® under the symbol WASH. Web site address: [www.washtrust.com](http://www.washtrust.com).

## Cranston Chamber News

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# Merle Norman Cosmetics makes Cranston a Beautiful Place to Live

**P**atsy L. Peterson, Owner, has opened a new Merle Norman Cosmetic Studio & Day Spa, in Garden City Center, Cranston. Visitors to the new Studio will also enjoy truly interactive shopping, thanks to the location's contemporary design.

"We are thrilled to bring Merle Norman Cosmetics to Garden City Center", said Patsy Peterson. "Our Studio boasts the Company's new store design to provide clients with the perfect setting in which to experience beautiful products and day spa services.

Patsy Peterson looks forward to serving the women and men of Cranston and the surrounding cities. I hope everyone will have the opportunity to visit our new Studio, said

Patsy L. Peterson. "Together, we will make Cranston an even more beautiful place to live."

Founded in Los Angeles over 70 years ago, Merle Norman Cosmetics has approximately 2,000 independently owned and operated Studios throughout the United



Jennifer Dorsey, Kathryn Truman, Loretta Francis, Patricia Bogacz, Patsy Peterson (owner) and Julia Broome.

States and Canada. Exclusive distributors of Merle Norman cosmetic products, these Studios offer specialized personal services,

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- The Cranston Herald**
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- WPRI Channel 12**
- Y2 Marketing**

For more information about these discount programs contact Cranston Chamber at 401-785-3780

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For the last 13 years, Dr. Robert A. L'Europa, D.C., R.P.T., has served patients in Cranston through the latest chiropractic and physical therapy techniques. His newly expanded facility at 1528 Cranston Street is a state-of-the-art facility, including a Swimex pool for swim and aquatic therapy, a therapeutic exercise center and professional staff who perform spine manipulation and muscle and joint rehabilitation.

Dr. L'Europa is an expert in spine-related disorders who focuses on rehabilitation of the spine and musculoskeletal system. A majority of his patients have been treated successfully for neck and back disorders. In this way, Dr. L'Europa brings patients back to functional health – and helps them stay that way.

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# Bob's Discount Furniture Opens in Warwick Store

**B**ob's Discount Furniture, the fast-growing New England furniture retailer with a new total of 24 stores located throughout Connecticut, Massachusetts, Maine, New Jersey, New Hampshire and Rhode Island, announced the opening of two new retail locations. One being in Warwick, Rhode Island and Woodbridge, New Jersey. Both stores celebrated the grand openings on October 5, 2006,

Bob's Discount Furniture has built a strong brand awareness and customer appeal because of its unique shopping environment, commitment to customer service and everyday low prices. First-time visitors are pleasantly surprised by the comfortable atmosphere and vast selection of quality furniture that surpasses their "discount" expectations. All stores have complimentary cafés featuring gourmet coffee, fresh baked cookies, candy and many have home theaters and video arcades. "We have been looking for a while now for the right location and the best time to enter the Rhode Island market and the shopping-friendly area of Woodbridge, New Jersey. We believe we

have found it as we open both locations next week and look forward to serving the people with the best furniture values in the region," said Bob Kaufman, president & TV personality, Bob's Discount Furniture.

On Thursday, October 5th, Bob's Discount Furniture TV personality Cathy Poulin made an in-store appearance at the opening of the Warwick, Rhode Island location from 10 a.m. to 2 p.m. On Saturday, October 7th, Bob Kaufman, president & TV personality, Bob's Discount Furniture, made a special in-store appearance from 11 a.m. to 2 p.m. T-shirt, mugs and other prizes were given away while customers were able to enjoy the free food and beverages at the store's Café. The new store, open Monday through Saturday 10 a.m. to 10 p.m. and Sundays from 11 a.m. to 6 p.m., is located at 1500 Bald Hill Road, Rt. 2, Warwick, Rhode Island and is situated near the intersection of Rt. 117 Centerville Road and a mile south of the Rhode Island Mall. The store's phone number is (401) 304-1101.

About Bob's Discount Furniture  
The fast-growing New England furniture

**BOB'S Discount  
FURNITURE**

retailer with 24 stores located throughout Connecticut, Massachusetts, Maine, New Jersey and New Hampshire, Bob's Discount Furniture has built strong brand awareness and customer loyalty through its unique shopping environment, customer service commitment and everyday low prices. First-time visitors are pleasantly surprised by the comfortable atmosphere and vast selection of quality furniture that surpasses their "dis-

*Bob's Discount  
Furniture  
Charitable  
Foundation and  
all of its employ-  
ees support  
hundreds of  
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organizations.*

count" expectations. As a part of the overall shopping experience, many of the Bob's locations have complimentary cafés featuring gourmet coffee, fresh baked cookies and candy, while other locations offer home theater and video arcade entertainment. Known for their unique style of television and radio advertising, Bob Kaufman, president, and Cathy Poulin, public relations director, have been inviting customers for over a decade to "Come on down!" For more information, visit

www.mybobs.com

About Bob's Discount Furniture Charitable Foundation

Through the Bob's Discount Furniture Charitable Foundation and its many charitable contributions and sponsorships, Bob, Cathy and all of Bob's Discount Furniture employees support hundreds of nonprofit organizations. Among the many supported charities are Nutmeg Big Brothers Big Sisters, American Cancer Society, March of Dimes, Salvation Army Marshall House Youth and Family Emergency Shelter, National Conference for Community Justice, American Red Cross, Connecticut Children's Medical Center and many more. In March 2006, Poulin participated in the "Dance for a Cause" competition in Hartford to raise money and awareness for the National Pajama Program and Lil' Iguana's Children's Safety Foundation. Poulin was also awarded Woman of the Year for 2006 by the Leukemia and Lymphoma Society. For more information about the foundation and Bob's Discount Furniture, visit www.mybobs.com.

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# Right About Now You Could Use a Library

By Cranston Public Library Board of Trustees

**T**he dishes are done. Your day is winding down. What a time for you child to announce "the science fair project is due tomorrow!" The Cranston Public Library is the resource you need for homework help, internet access, health and business information or a great book, movie or CD.

The library is committed to keeping our library buildings up-to-date, responding to growing and changing neighborhoods, and operating a cost efficient system.

**YOUR SUPPORT OF THE LIBRARY BOND ISSUE WILL ALLOW THE LIBRARY TO FULFILL THESE COMMITMENTS.**

Please consider the following questions and answers when you vote on November 7.

**Why is the bond issue needed?**

Library use has increased to 500,000 visits a year. Current facilities have aged through heavy use and major maintenance and repair is now necessary at all neighborhood libraries.

With bond funds the library will be able to renovate a historic building on Cranston Street into a full service branch library for the Arlington community and address repair and improvement needs at other library buildings.

**What improvements are needed?**

- Compliance with new fire code standards
- Install energy efficient heating and air conditioning systems
- Replace worn out roofs
- Repair parking lots
- Purchase of additional computers

**Will my library get improvements?**

If voters approve bond issues (Question 10) every library in the system (Arlington, Auburn, Central, Knightsville, Oak Lawn and William Hall) will receive improvements. Projects will vary depending on community needs.

Don't Cranston citizens already support the library with their taxes?

Yes, you taxes along with state aid go for the purchase of library materials, staffing and for general operations. The funds for major repairs and building renovations have traditionally come from bonds issued by the city.

What is the background of the proposed Arlington Library?

The Cranston Print Works is gifting to the city the old Cranston Mercantile store at 1390 Cranston Street for use as a library. Renovations will allow us to provide the Arlington neighborhood with a full service library.

**How much is the library Bond issue?**

\$600,000 for the Arlington Library and \$300,000 for building improvements at other locations. A total of \$900,000.

**Will the state assume any of the costs of the projects?**

Yes, the state would reimburse the city up to 50% (\$300,000) for the bonds issued for the Arlington Library.

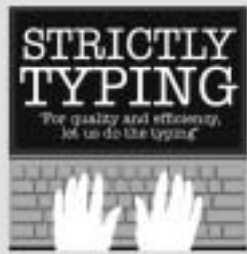
**Where can I go for more information?**

Please call the library office at 401-943-9080 x103 or 101 or e-mail library director davidmm@lori.ri.gov.

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**Beacon & Chamber of Commerce Safety Group**  
 The Rhode Island Chamber of Commerce and The Beacon Mutual Insurance Company have joined together to form the Rhode Island Chambers of Commerce Safety Group.

10/24/06	OSHA Update With Regional Director	8:00 AM 11:00 AM	Providence Marriott
10/25/06	Accident Investigation	8:00 AM 11:00 AM	Sheraton Airport Hotel, Warwick
10/26/06	Defensive Driving	8:00 AM 12:00 PM	Hilton Gardens, Warwick
10/31/06	Behavior Based Safety	8:00 AM 11:00 AM	Sheraton Airport Hotel, Warwick
11/01/06	Preventing Slip and Fall Injuries	8:00 AM 11:00 AM	Sheraton Airport Hotel, Warwick
11/07/06	Claim Management	8:00 AM 11:00 AM	Sheraton Airport Hotel, Warwick
11/08/06	Lock-Out/Tag-Out	8:00 AM 11:00 AM	Radisson Providence
11/09/06	Bloodborne Pathogens	8:00 AM 12:00 PM	Radisson Providence
11/14/06	Defensive Driving	8:00 AM 12:00 PM	Marriott Courtyard, Middletown
11/14/06	Forklift Train-the-Trainer (2 day seminar)	8:00 AM 4:00 PM	Radisson Airport Hotel

# The Legislative Committee, A Strong Chamber Voice State Wide

**A**s many of you know, the Cranston Chamber of Commerce is celebrating 75 years of service to the business community of this City. Imagine back to 1931, when the local businesses of Pawtuxet Village, Rolfe Street, Knightsville and the other pocket communities of the City decided to team together for a stronger voice. Think of all the generations of change that have taken place for both our City and our State over those 75 years: atomic energy, space travel, television, medical breakthroughs, the rise and fall of shopping malls etc. etc., just to name a few.

The Cranston Chamber is fortunate to have a strong group of knowledgeable people from many diverse business fields that volunteer their time as committee members to work for the success of many of the business and social affairs that are offered by the Chamber. Equally important and giving a voice and visibility from our Chamber to the rest of the cities and towns in our State is our Legislative

*The mission of the Committee is to be a proactive force that is cognizant of the legislative acts being proposed and how they will effect the business owner.*

Committee. Now with over 400 Cranston businesses as members, the Cranston Chamber of Commerce has become a very strong voice for issues that effect not only our membership here in our City, but also issues on the State level that can effect us in both a positive or negative manner in the way we do businesses. To be able to know what is happening in both the legislative arena of the Rhode Island State House or our own City Council Chambers, the Chamber's By-Laws created this very important proactive group - the

"Legislative Committee".

The mission of the Legislative Committee is to be proactive force that is not only cognizant of the legislative acts being proposed, knowing who and why legislators are voting for these proposals, but how they will eventually effect you the business owner here in Cranston. As Chamber members, you might wonder who are these volunteers taking on this important function for all of us and the membership would agree the volunteers of this Committee are well versed in the successful pursuit of our legislative intentions.

Lori Adamo, owner of Code Red Business Continuity Services, is the Co-Chair of this committee and has years of service to both the cities of Cranston and Woonsocket in the business area of economic development and her current business dealings with major business continuity and contingency planning. The Co-Chair, David Maher, is a familiar face in City Hall and our City and is a hard working individual insuring that our City grows with new business and retains our current business base. Cindy Fogarty, lawyer and councilwoman for Cranston over the past four years, is extremely knowledge and up to date on the local Council issues that are effecting our City's businesses and coupled with her legal knowledge is able to give the committee that important perspective on legislation that may be legal or not.

Michael Traficante, a familiar name as the leader of our City for fourteen years, also brings his municipal experience and current state advocacy position as part of our legislative voice. Elaine Piccirilli, owner of Allied Court Reporters, is constantly in the realm of legal issues that are covered by her staff at law forums around the State.

Michael Saccoccio and Paul Eacuello, each bring a broad professional perspective to this committee. Mike's expertise in the real estate field covers both our City and State realty and has a far-reaching approach to legislative issues. Paul brings experience and background in business insurance, especially, the all-important issue of the uncontrollable cost of employee health insurance. These members will work hard for you and will make this one of the strongest team of volunteers any Chamber can have.

One of the ways the Chamber is working to have an even more powerful voice has been by joining and being an active member of the State Coalition of Chambers. This coalition is made up of membership from most of the Chambers throughout the State, with a membership that includes more than 50% of all the businesses in the State, making it a very powerful lobbying voice when it comes to weighing in on important business issues.

Now that you know the background of this committee, we want you to help us. How? Support our efforts by emailing or calling the Chamber office with questions or topics that you hear about both locally and statewide that might be important to you. It's important for the mission and direction of this committee to know where the membership wants our energies and voice to go and only with some input by all of you, our membership, will we be representing you in the name of our Cranston Chamber of Commerce. You can contact Susan Pagnozzi at 785-3780 or David Maher, Office of Economic Development, at 461-1000, ext. 3167.

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# Wishes Can Come True

**A**wish changes a child's life. By reaffirming a child's hope for the future, renewing a child's strength to confront illness, and by reviving a child's joy for life, a wish truly makes a world of a difference.

Located on Park Avenue in Cranston, and a Cranston Chamber of Commerce member, the Make-A-Wish Foundation® of Rhode Island is celebrating the chapter's 15th year in the state. The efforts to grant wishes to children who suffer from life threatening medical conditions have never been greater, with members of the Wishmaker® community continuing to work tirelessly in bringing moments of magic to some very deserving children and their families. Many times, the life of a child with a life-threatening medical condition is frightening, exhausting, discouraging, and isolating, but when given the chance to experience a wish, something extraordinary happens to these children: a child begins to dream, feel in control, focus on the positive, and leave the worries of illness behind.

Often, a child wishes for something as simple as the latest edition of their favorite video game, and the Make-A-Wish Foundation® encourages them to reach deep inside their wildest imagination to ensure that they are granted the greatest wish they may ever have. A wish transforms from that favorite game into the opportunity to meet with designers to create their very own game - featuring themselves! Our abil-



ity to encourage our children to think on a larger scale is very much because of the support we receive from local people and businesses in our community - people like you. While we are always grateful for the funds that are raised and donated to our Foundation, so much of the magic we help to create relies heavily on goods and services.

A trip to Disneyworld is magical enough, but a limo ride to and from the airport is icing on the cake. A new backyard spa is not as much fun until it is set up! A play set needs to be put together, and above-ground pools need to be filled. This is where we reach out to our community and ask for things that you as business people can give! We invite you to utilize whatever it is that you have readily available: a printing company can choose to print invitations for a Quinceanera, while a construction company can donate concrete for the base of a pool. From computer software to cakes for a wish party, our Foundation is eager to give our children the very best our community has to offer. Just like any office, the Foundation needs basic supplies to help us complete our work: copy paper, Post-Its, printer ink, staples. Every little bit helps!

Donations such as these will not only help to bring an even bigger smile to a child's face, but also provide your company

with the ability to share the power of a wish® while donating your goods or services, which are all tax deductible. By donating landscaping services, a child may be able to play on their swing set in their backyard sooner than later...an installed heater transforms a pool into a therapeutic spa. Computer software allows our special needs children to communicate better than ever, while a fresh coat of paint puts the finishing touch on a bedroom makeover.

We invite you to become a part of the magic of wish-granting by sharing with you the opportunity to make a tax-deductible charitable contribution to our Foundation. Your over-stocked items or discontinued lines of merchandise can prove to be useful for many of our children, as well as our Foundation. Not only will you obtain the satisfaction of supporting a mission dedicated to making dreams come true, but you will be donating directly to the children in your own community. The Make-A-Wish Foundation of Rhode Island grants wishes only to children in Rhode Island, and only

fundraises within the state to do so. These facts make the wish-granting experience even more personal to individuals and businesses involved because the stories we share with you are of the children who may be living right next door, going to school with your children, or playing in a park near your business. These wishes you will many times read about in your local newspaper, or see on a local newscast. You have the power to help make a child's greatest dream come true, and we hope you are inspired to do so.

For example, 18-year-old Jeremy was just granted his wish to throw out the ceremonial first pitch at the Red Sox game versus the Minnesota Twins. Dick's Sporting Goods graciously donated a team jersey and baseball hat for him to wear to the game, while a sports-restaurant in Boston generously donated a lunch for him and his family.

Check out our website at [www.makeawishri.org](http://www.makeawishri.org) for more information, or call us at (401)781-WISH for complete in-kind wish lists.

## Affordable Dentistry is Coming

By Joanne McGunagal

Join Comprehensive Community Action, Mayor Scott Avedisian, and Westbay Community Action on Wednesday November 1, 2006 at 9:30AM at the Wilcox Health Center, 226 Buttonwoods Avenue, Warwick as we begin construction of CCAP's new dental program.

The Westbay Smiles Program is made possible by the generosity of the RI Foundation, Blue Cross/Blue Shield of RI's Blue Angel Community Health Grant, Ocean State Charities and the City of Warwick.

Westbay Smiles is part of the Wilcox Health Center located at 226 Buttonwoods Avenue, Warwick, RI 02886.

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# UPCOMING CALENDAR

*of Chamber Events*

RSVP for all events at 401-735-3780

**November 2**

***CPR & AED Certification - Heart Saver Class***

***Network RI***

**One Reservoir Ave., Cranston, RI**

**100 pm - 4:00 pm**

**\$65 per person**

**November 9**

***Annual Chamber Dinner***

***Shrine Imperial Room***

**One Rhodes Place, Cranston, RI**

See the new Board installed & much more. For tickets contact the Chamber at 785-3780

**November 16**

***Business After Hours***

***Artist's Exchange***

**50 Rolfe St., Cranston, RI**

**5:00 pm - 7:00 pm • \$10 per person/members • \$20 non-members**

Harvest is abound this Thanksgiving Season. The Artist's Exchange will bring color and comfort to November, you can check out the black box theater or peruse the Maxwell Mays show on exhibit all month. Check out the website for updates on this event! [www.cranstonchamber.com](http://www.cranstonchamber.com). Contact the Cranston Chamber of Commerce at 785-3780 for registration or more information.

**November 29**

***Seminar - How to Obtain A Business Loan***

***Cranston Chamber Office***

**48 Rolfe St., Cranston, RI**

**5:00 pm - 7:00 pm • \$5 per person**

Is your business outgrowing your current location and you need capital to finance your move? Are you thinking of starting a new business and unsure of the steps to get bank ready? Presenter: Dennis Topac with the Center of Women in Enterprise.

**December**

***Business After Hours***

***Monster Golf***

**33 Lambert Lind Highway**

**5:00 pm - 7:00 pm**

Time and date to be announced. Call the Chamber office for more information.

**December 7**

***Blood Drive***

***Cranston Chamber Office***

**48 Rolfe St., Cranston, RI**

**10:00 am - 2:00 pm**

Drop by donate the gift of life!

## *Everyone had a great time Tasting and Dinner Auction*



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# at the 8th Annual Wine at the Alpine Country Club



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*Thanks to everyone who donated items  
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- 2 Paws Up Dog Salon • 2 Shine
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- Andinos • Aussie Pet Mobile
- Barnsider Mile & a Half • Baskets By Lisa
- Betty's Candy Corner • Blue Grotto Restaurant
- Boston Billiards • Brewed Awakenings
- Clear Channel • Capital Liquors
- Coastway Credit Union • Complements Art Gallery
- Crowne Plaza • Conway Tours/Gray Line Of Rhode Island
- Cox Communications • Cranston Electrolysis
- Confreda Greenhouses • Dave Maher
- Douglas Wine & Spirits • Edgewoof Pet Bakery
- Efendi Mediterranean Grill • Fire & Ice
- Foxwoods Resort & Casino • Garden City Center
- Golden Gate Studios • Hemenway's Seafood Grille & Oyster Bar
- Healthy Inspirations • Kent Hospital
- King's Garden Restaurant • Lincoln Park
- Magnolia Hair Salon
- Merle Norman Cosmetic Studio & Day Spa
- Michael Salvatore • Mohegan Sun
- Nathan Lowe of Kokopelli's Salon
- Newport Vineyards & Winery
- Only The Finest • Panera Bread
- Parkside Rotisserie & Bar • Paul Mitchell the School
- People's Liquor Warehouse - Cranston Parkade • Pier Pizza
- Providence Diamond Company • Providence Watch Hospital
- Quill Company • Residence Inn by Marriott
- Rhode Island Philharmonic
- Rhode Island Shriner's Imperial Room
- Robin Haas of Sunday's by the Bay • Roger Williams Park
- Ruth's • simple things
- Swarovski • The Mooring Restaurant
- The Sunflower Café • Tiffany Place Salon
- Toni & Guy Hairdressing Academy • Venerable Bead
- Wal-Mart • Wilfred's Seafood

Also thank you to COCO Janine DaLomba 401-263-3427 & Susan Andrews 401-383-0977 for their Cocktail Hour entertainment.

**on Page 13**

# Insufficient Sleep Erodes Good Health and Drives Up Costs

**S**top reading and think for a moment. How many hours of sleep did you get last night? If the answer is less than eight hours, you may be your own worst enemy in the effort to perform your daily activities at peak efficiency.

And, you may be one of the millions who are on the road to contributing to what is now conservatively estimated to be a \$16 billion-a-year healthcare cost driver in the United States.

According to a report issued last April by the Institute of Medicine (IOM), an arm of the National Academy of Sciences, between 50 million and 70 million Americans suffer from chronic sleeping problems. In some cases the problem stems from lifestyle choices - workdays that are too long or excess time spent using computers or watching television. Some factors in sleeplessness are involuntary, anxiety and illness, for example. Others suffer from one or more of as many as 80 possible disorders - chronic insomnia, obstructive sleep apnea (breathing interruptions during sleep), and sleepwalking, to name some of the most common.

The report maintains that lack of sleep increases the risk of various health problems, including diabetes, cardiovascular disease, and heart attacks.

The IOM said that sleeplessness is not only a major factor in the cost of American



healthcare. It also costs the nation billions of dollars a year in lost business productivity and accidents.

To make things worse, the report says that too few scientists study sleep disorders and too few healthcare professionals are trained to diagnose and treat sleep problems to meet what is described as an "underappreciated health problem."

"Although sleep research and care for individuals with sleep disorders have expanded over the past several years, we currently don't have the capacity to ade-

quately diagnose and treat all who suffer from these problems," said Harvey Colten, chair of the committee that wrote the report and former vice president and senior associate dean for academic affairs at the Columbia University Medical Center in New York City. "There is much we don't yet understand about the causes and processes that underlie sleep disorders, which is why we need a boost in research. And what we do know about the importance of sleep and how to treat sleep loss needs to be better applied."

## Economic Burden of Sleeplessness In the Tens of Billions of Dollars

Despite a relative dearth of study, there seems no doubt that sleeplessness contributes greatly to rising healthcare costs. However, the IOM report concedes that the full economic impact of sleep loss on individuals and society is not fully known.

### This much is known, though:

- Daytime sleepiness, inadequate sleep time, insomnia, and other sleep disorders place a significant burden on the healthcare system.
- Individuals with sleeping problems are more likely to seek medical or psychiatric care than those who sleep well. They place a significant economic burden on society by causing healthcare costs to increase.
- Medical costs associated with sleep

*According to the Institute of Medicine (IOM), between 50 million and 70 million Americans suffer from chronic sleeping problems.*

loss and sleep disorders typically result from doctor visits, hospital services, prescriptions, and over-the-counter medications. A 1999 study (using 1995 data) cited by the IOM put U.S. direct medical costs for these conditions at \$13.9 billion. That figure has increased since then, as the IOM reported April.

A 1994 study, the IOM report said, attributed \$150 billion a year in business costs resulting from inadequate sleep. This includes absenteeism, workplace accidents, and other lost productivity. In addition, that report estimated the annual cost of problems related to workers' inability to adjust to late shifts at more than \$60 billion. Automobile accidents caused by lack of sleep were said to be between \$29.2 billion and \$37.9 billion a year.

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## Help CCAP Help Our Neighbors

Although Comprehensive Community Action maintains an Emergency Food Pantry on a year round basis, serving approximately 500-600 households each month, they are asking for special help in providing those in need with items for a complete Thanksgiving meal.

They are trying to gather together the following items for our November 18th distribution:

- Certificates/gift cards for turkeys
- Pudding, gelatin, cake mixes
- Stuffing
- Canned pumpkin or squash
- Cranberry sauce
- Pie crust mix
- Canned yams or other vegetables
- Canned fruits
- Canned milk
- Quick bread/muffin mix

- Soup
- Gravy .....or anything else!

(Due to storage problems, please do not send perishable foods such as fresh fruit or vegetables.)

If you are able to deliver the items to them, it would be greatly appreciated. If delivery is impossible, please call them to make arrangement for pick-up. Since they need time to put the Thanksgiving food boxes together, please deliver all food by Monday, November 13th to:

Comprehensive Community Action  
311 Doric Avenue (Lower Level)  
Cranston, Rhode Island 02910

As we give thanks for all we have, let us share with those who are less fortunate. Once again, thank you for your continued support of CCAP - Comprehensive Community Action Program.

# Change a Light Bulb to Save Energy, Money - and Help Our Environment

**Y**ou can joke about how many people it takes to change a light bulb, but here in New England we take this job seriously. In fact, New Englanders have pledged to change more light bulbs to energy efficient lighting than any other region in the nation. And by doing this we have saved money, protected the environment and conserved energy.

Nearly 25,000 New Englanders have pledged to change one or more light bulbs in their home with bulbs bearing the ENERGY STAR label. Based on New England's high electricity prices, this will result in a savings of nearly \$1.3 million and prevent over 13 million pounds of greenhouse gas emissions over the lifetime of these light bulbs. Nationally, citizens have pledged to change more than 125,000 bulbs, with New Englanders accounting for 20 percent of the total.

This week, EPA is challenging homeowners across the nation to change at least one light bulb in recognition of ENERGY STAR's October 4th "Change A Light" Day. This year, EPA is especially proud to be partnering with the U.S. Dept. of Housing and Urban Development (HUD) to promote taking the energy-efficient pledge to HUD-subsidized housing across New England and other parts of the country. In the six New England states alone, the number of

HUD-subsidized housing units exceeds 300,000.

In New England, we are asking residents to up the ante and change two light bulbs so this region can maintain its leadership role in electric energy savings. By changing these two bulbs, you can save more than \$80 over the life of the bulbs. This translates into nearly 900 pounds of greenhouse gas emissions. Since lighting accounts for a full fifth of the average home electric bill, the savings are significant.

If every American home changes just one light bulb to an ENERGY STAR bulb, greenhouse gas emissions equivalent to nearly 800,000 cars would be removed from the atmosphere.

Residents who change their light bulbs can be sure their efforts are included in the regional tally by going to [www.energystar.gov/changealight](http://www.energystar.gov/changealight). Changing the world starts with simple actions. When you replace light bulbs or entire light fixtures in your home with ones that have earned the ENERGY STAR label, you help preserve energy resources and contribute to a cleaner environment while saving money and time buying and changing lights in your home.

ENERGY STAR qualified lighting provides bright, warm light while it requires two-thirds less energy than standard lighting, generates 70 percent less heat, and lasts

up to 10 times longer. ENERGY STAR qualified fixtures are available in hundreds of popular styles, including portable fixtures - such as table, desk, floor and torchiere lamps-and hard-wired fixtures such as outdoor, cabinet, suspended, ceiling-mount, recessed, wall-mount, and ceiling fans.

To save the most energy and money, you can replace your highest-use fixtures or the light bulbs in them with energy-efficient models. The 5 highest-use fixtures in a home are typically the kitchen ceiling light, the living room table and floor lamps, bathroom vanity, and outdoor porch or post lamp. ENERGY STAR qualified lighting fixtures and replacement bulbs can be found at home improvement and hardware stores, lighting showrooms, and other retail stores, including on-line outlets.

It's a start, but as the numbers show we can continue to make a difference. New Englanders have a record of being responsible environmental citizens. Let's keep up the good work, and see how many of us can change a light bulb. No jokes, please.

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## Toning Beds are Back!

**C**an you imagine taking the work out of the workout? Well, Toning Beds do just that! What exactly is a Toning Bed? Well, first, it is a table that utilizes a combination of physical therapy and isometric exercise movements, so people of all ages regardless of health issues or limitations can use them. Every person works at their own endurance level, putting as much effort into each range of motion exercise as they are able.

Because of the high number of evenly measured repetitions achieved by using each of the toning tables, 2 hours a week on the tables is equal to 14 hours of strenuous traditional exercise!!!

Positive results are seen quickly, providing increased motivation to continue. Since the toning tables are motorized, a gentle rhythmic vibration is felt through-

out the entire body. This vibration reduces and often completely eliminates cellulite which is unheard of by doing any traditional exercise program.

The Toning Table helps a person increase flexibility, improve blood circulation and increase energy while strengthening muscles and reducing inches.

WOW! A table that does the work for you!!! If you are a person who has not exercised in a while, someone who does exercise and wants to add something new to your routine, or just curious as to what a toning table can do for you, then check out the new fad....there's only ONE in RI, and it's located in Cranston, RI....Check it out...Get EMPOWERED!!!

Thank you to Empowerment Fitness for this article. For more information on their facility or the new Toning Table, give Deb or Linda a call at 383-6211.

# This should be YOUR AD!!

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# Meet the Chamber's Newest Members



Jaclyn M. Lanni

**Jaclyn M. Lanni**  
**Attorney at Law**  
**The Law Office of**  
**Steven Moretti**  
**1140 Reservoir Avenue,**  
**Cranston, RI 02920**  
**401-946-0200**

Jaclyn M. Lanni (J.D., Albany Law School; B.A., Boston University) is an Associate with the Law Office of Steven A. Moretti. Ms. Lanni is admitted to practice law in Rhode Island, Massachusetts, and Connecticut and is a member of the American Bar Association, Rhode Island

Bar Association, and Massachusetts Bar Association. Additionally, Ms. Lanni is an active member of the Rhode Island Volunteer Lawyer's Association.

Ms. Lanni concentrates in the areas of commercial and residential real estate transactions, personal injury law, civil litigation, estate planning, worker's compensation and family law. Jaclyn is dedicated to her clients and offers extensive support in a variety of areas. She is happy to discuss the specific needs and claims of each individual client and will work to advise you on the best course of action to take given the matter at hand.

Please feel free to contact her office to schedule an appointment.

**Park Café**  
**840 Park Avenue,**  
**Cranston, RI 02910**  
**401-272-9800**

A great place to eat and relax with family and friends. Owner Robbin Grover took over the Park Café just one month ago, after 25 years in the restaurant business as a chef, and since then has enjoyed every minute of it. This is a family-owned and operated restaurant his wife Elizabeth, his mother

Beverly, and his mother-in-law Rosemary all help out when they can). The Park Café offers great lunch and dinner items including fresh salads, calzones and pasta dishes as well as New York Style Brick Oven Pizza. With its bright sunny décor and welcoming atmosphere you can be sure that you've come to the right place. Here you can enjoy delicious food with friends or family seven days a week.

If you are hungry for lunch or dinner, you can find it here at reasonable prices. Choose from a great selection of wraps, burgers, grinders, and more. Hot Sandwiches including a tender 6 oz Sirloin Steak Sandwich served on French Baguette, Blacked Chicken Sandwich rubbed with Cajun Spices and Cream Cheese or Rosie's Home-made Meatball Grinder. Cold Sandwiches such as Italian Cold Cuts or freshly made Tuna and Chicken Salad Sandwiches made the Park Café way. Pizza and Calzones - Choose from menu items including Plain Cheese or Pepperoni, Barbecue Chicken White Tomato and Feta or the Robert Special. Calzone selections include Spinach, Meatball & Pepperoni, Italian Cold Cut, Chicken and Red Peppers and much more.

Starters - Why not try crispy Buffalo Wings with Blue Cheese and Celery, or tasty bowl of homemade chicken soup? Salads - for a lighter fare, fresh Mixed, Greek, Classic Caesar, Grilled Chicken Caesar, and Antipasto salads are available and can be topped with your choice of tuna, chicken, or seafood salad, and your favorite dressing.

On Friday Fish & Chips and Crispy Clam Cakes are available. If you still have room for more, try a bowl of Beverly's homemade Grapenut Pudding. Here you will also discover a great selection of beverages, daily specials, and tasty side orders - all prepared with the freshest ingredients.

Thinking about having a holiday gathering, business luncheon or other special occasion celebration? The Park Café is a full service caterer - they are well equipped to serve small intimate parties of four or large corporate events of up to 500 people. In addition, during the summer months they can provide Clambakes and Barbecues - so make it easy on yourself and have the Park Café cater your next event.

The Park Café is open Monday through Sunday from 11:00am to 10:00pm. Party platters are available on request and if you'd like to enjoy their delicious food at home the full menu is available for take out. Park Café also offers free local delivery and accepts Visa and MasterCard.

**St. Jude Home Care**  
**900 Park Avenue,**  
**Cranston, RI 02910**  
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## DEADLINE NOTICE

The following is deadlines for advertising, news and columns for the upcoming issue of *Cranston Chamber News*.

**February 2007 Issue**  
**Tuesday,**  
**January 2, 2007**

Weddings, Private Parties  
 Corporate Events



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# More Scenes from the fabulous time had at the Wine Tasting and Dinner Auction at Alpine Country Club



The Chocolate Fountain from Chocolate Indulgence was the main attraction at dessert time!!!



Above: Thank you to Cox Business Services for their Sponsorship. Greg Brazil of Cox Business Services poses with Janice Pascone of Garden City Center and Zoila Shariff.



Above: Thanks to Mike Salvadore of Salvadore Auction & Appraisals who donated his talents for the evenings live auction. No one and liven up a room like Mike.



Thank you to John Lemme of Blue Chip Financial Advisors, LLP for his sponsorship of this event.

**We would like to thank the sponsors of our 8th Annual Wine Tasting-Dinner Auction**



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# RI Address Costly Issue of Health Illiteracy

**T**he woman, a 66 year old Pennsylvanian, could not read or write. That was not apparent to anyone at first when she visited her doctor's office. Until one day, someone in the office realized that whenever she came from an appointment she'd claim to have forgotten her eyeglasses or that her hand was too sore to write.

The woman, whose story was brought to light by the American Medical Association, was not trying to avoid the bill. She was trying to conceal her lack of literacy. In health-care terms, she was one of 90 million Americans suffering from lack of health literacy.

Today's Healthcare Costs, first reported on the healthy literacy issue in February, 2005. At that time, the high-end

estimate of the annual cost of a lack of health literacy to the health care system was \$69 billion.

Now, the National Academy on an Aging Society estimates the annual cost to be \$73 billion. This includes an estimated \$30 billion for the population that is functionally illiterate, plus \$43 billion for the population that is marginally illiterate.

Health illiteracy manifests itself in myriad ways. Patients fail to understand their doctor's directions - an either don't know it or do not ask for clarification. Patients fail to properly take medications because they do not understand how to do it. While inability to read is an obvious problem, it is not the only one. Anyone can be rendered temporarily health illiterate when hit with devastating news about their own health or that of a loved one.

## WRITTEN INFORMATION TENDS TO BE DIFFICULT FOR MANY TO COMPREHEND.

Another constant problem is this: The healthcare system tends to create instructions and other documents in language that is levels above the literacy abilities of many average consumers. A report made public last month by the National Center for Education Statistics used a 2003 assessment of adult literacy to conclude that 12 percent of American adults had proficient health literacy, 53 percent had intermediate health literacy, 22 percent had basic health literacy, and 14 percent were below basic health literacy.

Commenting on the study's findings to the Associated Press, Dr. Rima Rudd of the Harvard School of Public Health said, "Intermediate skills mean that a majority of U.S. adults will have some difficulty using health-related materials with skill and consistency."

As an example, Dr. Rudd told the AP that a grocery shopper might want to know the salt content of a can of soup. A look at the can's label reveals no reference to the word "salt." The problem, Dr. Rudd said, was that soup can probably referred to salt as "sodium."

"That's a technical term, a chemistry term," she told the AP. "You don't sit at the family table and say pass the sodium, please."

### Some of the specific findings from the study:

- Adults older than 65 had lower health literacy rates than those in younger age groups

- Whites and Asian adults had higher literacy rates than blacks, Hispanics, and American Indian. Hispanic adults had lower average health literacy than adults in any other age group.

- Adults living below poverty level had lower average health literacy than adults living above the poverty threshold.

**The National Academy on an Aging Society has also looked carefully at the health literacy issue and found that:**

- Among adults who stayed overnight in a hospital in 1994, those with low health literacy skills averaged 6 percent more hospital visits and stayed in the hospital nearly 2 days longer than adults with higher literacy skills.

- Among adults with at least one doctor visit in 1994, those with low health literacy skills had on average one more doctor visit than adults with higher health literacy skills

- Overall, the primary source of higher healthcare expenditures for persons with low health literacy skills is longer hospital stays.

## WORKING TO IMPROVE HEALTH LITERACY

The Rhode Island Health Literacy Project (RIHLP) is an organization of healthcare and education leaders brought together by Blue Cross and Blue Shield of Rhode Island in July 2005, in response to growing concerns about the health literacy problem in our state. The project seeks to raise awareness of health literacy issues and to spearhead a diverse set of initiatives to improve health literacy among all patients, healthcare providers, health educators, insurers, and other associated with healthcare.

This year, the project began the work of creating a teaching curriculum to help those with low literacy skills to improve to improve their level of health literacy. Much progress has been made on this, including pilot classes to test curriculum concepts at the Dorcas Place Adult and Family Learning Center in Providence. The RIHLP is also working on a physician/provider health literacy tool kit, on promoting knowledge of healthcare advance directives, and cultural healthcare competency.

*For more information about these projects and about the health literacy issue generally, please go to the Rhode Island Health Literacy Project Web site, [www.rihlp.org](http://www.rihlp.org). Thank you to Blue Cross and Blue Shield for this Article.*

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# Volunteer Center of Rhode Island

Cranston RSVP (Retired Senior Volunteer Program) has openings for several different volunteers. Help is needed with mailings, sewing, knitting, arts and crafts, the kitchen, and the gift shop. Others are needed to help with Meals on Wheels, delivering meals to homebound seniors and people with disabilities, which requires a commitment of just an hour and a half for one day a week and the use of your own vehicle. Additionally, the United Parcel Seniors (UPS) is expanding to the Funds Development Office at Butler Hospital, and volunteers are needed to travel there once or twice a week to help with mail preparation jobs like newsletters and brochures. Contact David Quiroa at (401) 780-6180 or e-mail [dquiroa@cranstonri.org](mailto:dquiroa@cranstonri.org).

Spurwink/RI in Cranston is looking for a few adult volunteers to serve on their Human Rights Committee. The committee is responsible for policies such as interventions on behavioral programming and medications, serious incidents involving allegations of abuse, neglect, or mistreatment, and others. It meets every other month, and new members will receive training for their role

and rights and basic protection of participants. Contact Dawn Arpin at (401) 781-4380, ext. 130 or e-mail [darpin@spurwinkri.org](mailto:darpin@spurwinkri.org).



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