

**mww**

**web tips  
and tricks**

**customer  
directory**

December 2014  
Montague WebWorks

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**web tips  
and tricks**

**customer  
directory**



December 2014 • Montague WebWorks

## WELCOME TO THE BOOK

### Tips and Tricks & Customer Directory

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Copyright © 2014 by Michael Muller

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**About the type:** Directory listings and articles in this book are set in Mrs. Eaves, a typeface named after Sarah Eaves, John Baskerville's live-in housekeeper who eventually became his wife after the death of her first husband. Like the widows of Caslon and Bodoni, and the daughters of Fournier, Sarah similarly completed the printing of the unfinished volumes that John Baskerville left upon his death.



Special thanks to Lynne for her compassion and good humor during times of stress. As with projects we have worked on in the past, this book could not have been done without her.

Special thanks also to my love, Donna, who came to my rescue and brought to bear her superior language skills and shoulder rubs.

Thanks also to Greg, Brian and Patrick for chipping in some of their expertise.

This book is dedicated to all my customers, both existing and future.

**May it serve you well.**

### Welcome to the first annual Montague WebWorks “Website Tips and Tricks, and Customer Directory.”

This book is meant to serve two purposes. First, it is a field guide for simple things you can do as a website owner to increase your knowledge of websites and the Internet in general, and improve your success with effective techniques to market your business. If you are a RocketFusion customer, we have included some extra help for you with some specific instructions.

Second, this is a directory of our customers, all small businesses, most of which are located in the Pioneer Valley. All 200+ customers will have received a copy of this book, as well as the 400 attendees of the 2014 Franklin County Chamber holiday breakfast. It is our hope that you will use this book to not only help your own business, web-wise, but also use it as your go-to local business guide.

Why a printed book, coming from an Internet-based company? We feel that as small business owners and employees, it is in our collective best interest to promote our customers when someone we know is looking for a reference. This is something we do at MWW every day, and this book is just another way to help. Plus, it's pretty cool to have this information at your fingertips, right on your desk.

Additionally, in my travels and conversations with my customers, I've found that many of them just don't understand how the Internet works and what an important tool it is for small businesses. To have a successful website, you don't

necessarily need to know all the technical details, but it's beneficial to understand a bit about the inner workings and how it all ties together.

For me, this book represents a long journey that began in 1992 when I created my first website. After moving to Montague from NYC in 1999, I created MontagueMA.net so I could meet my neighbors. Shortly thereafter I got a job at UMass in the IT Dept. During that time, I did small customer sites on the side, and then struck out on my own in 2004. I created Montague WebWorks with Patrick Davis in 2007. MWW is now at 200+ customers, and growing fast!

And to that point, I guess this directory gives me the opportunity to highlight the multiple and diverse customers we serve. We are proud to work with our customers, and know they chose us because we're not some faceless company with a call center in India.

Business is growing at Montague WebWorks, and this book is also a heartfelt thank you to all my customers over the years. As we grow, we will continue to do our very best to serve you well in the creation and hosting of your business website. We will also do our best to seek ways of cross-promoting your business through the leverage of our growing network of customers and involvement in the community at large. We're all in this together, after all.

—Mik Muller, owner,  
Montague WebWorks



Photo: Greg Garrison, Montague, MA

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## THE INTERNET: WHAT IS IT?

Everyone thinks they know what the Internet is, but do they really? Here's a simplified overview: at its heart, the Internet is a network of computers that are connected to each other to allow the delivery of information, sent in packets, which is used by programs and services on those computers.

That's really it. The Internet isn't just the web. It's much more: such as email, file sharing, video streaming, "websites" that connect warehouses to suppliers, etc., all connected to the largest Wide Area Network (WAN) in the world, that is expanding every day.

When you use the Internet you are a "client" who makes requests to one or more "servers" that run special software and send files back over the network using protocols specific to the application.

One of the most used Internet applications is the web, of course, which uses the Hyper Text Transport Protocol (HTTP) to deliver the requests and files. Email uses the Simple Message Transport Protocol (SMTP). Each application has its own protocol, and there are hundreds of them. In the case of webservices, connections are between two computers acting out their programming automatically, such as when you order something from Amazon, who then issues orders to suppliers through their automated systems.

The Internet is a powerful tool that has changed the way we do everything, from ordering dinner, to getting directions, to watching TV, and every day there are new developments coming to market.

#### 4 THE LOVE OF LEARNING PRESCHOOL

43 Randall Wood Drive, Montague, MA 01351

4theLoveOfLearning.org

(413) 863-0267

*Preschool with Daycare hours in Montague, MA - 4 The Love of Learning offers full day, full year child care for children ages 2-5*

.....

#### ABOUT-FACE COMPUTER SOLUTIONS

151 Avenue A, Turners Falls, MA 01376

About-FaceComputers.com

(413) 863-5447

*About-Face Computer Solutions is a small service oriented computer security and repair company in Turners Falls, MA*

.....

#### ACCESS CHANGE WITH HYPNOCOACHING

26 South Prospect Street-Suite 210, Amherst, MA 01002

AccessChangeWithHypnoCoaching.com

(413) 522-2815

*Vanessa L. Adams can help you lead a meaningful life that is fulfilling, happy and healthy.*

.....

#### ACCESS GREENFIELD, MA,

##### COMMUNITY BROADBAND INITIATIVE

14 Court Square, Greenfield, MA 01301

AccessGreenfield.org • (413) 772-1549

*AccessGreenfield will offer a range of reasonably priced connectivity options to all the people and institutions of Greenfield.*

.....

## SEO: SEARCH ENGINE OPTIMIZATION

If you have a website, you have probably heard this term. SEO is a method of writing and organizing (Optimizing) your website content to make it easier for Search Engines (such as Google, Bing, etc.) to find your site when people are searching. The more the search engine can match text on your site to what people are searching for, the better your placement in the search results.

Techniques include proper titling of your pages, and beefing up your text content to include important keywords and phrases that people are likely to use when searching for something. Even your choice of domain name is important.

Here's a good way to get started: think about your own behavior when searching the web for goods and services; make sure the short-list of terms you believe people will use to find YOU are present on your home page. We tell every client that their home page should be like a heart-attack breakfast sandwich of key terms that fully explain what they do and where they do it. Keywords coupled with location, this is how people search the web.

Also consider "inbound links." Get as many websites as possible to link to you, either by making requests of industry-related sites, professionals in your network, or friends. You can also create your own on social media, or purchase online advertisements. The more in-bound links your website has, the more important it will appear to search engines, especially if the links come from large / reputable websites. This may be a lot of work, but it has a high return of investment.

#### ADQUEST MARKETPLACE

36 Strong Street, Northampton, MA 01060

AdQuestDigital.com

(413) 537-1911

*Digital advertising made easy. Mix live TV with advertising, Twitter feeds, and more on your screens. Menu boards for restaurants and bars.*

---

#### AJ CYCLES BMW MOTOGUZZI

274 Route 2, Gill, MA 01354

AJCycle.com

(413) 863-9543

*A-J Cycle Motorcycle Repair and Sales Shop specializes in BMW and MOTOGUZZI. Located in Gill, MA*

---

#### ALBERT B. ALLEN INSURANCE AGENCY

277 Federal St., Greenfield, MA 01301

AlbertAllen.com

(413) 773-5275

*Albert B. Allen, Inc, Insurance in Greenfield, Turners Falls, Leyden, Montague, Shelburne Falls, Deerfield Massachusetts*

---

#### ALBER HEARING SERVICES

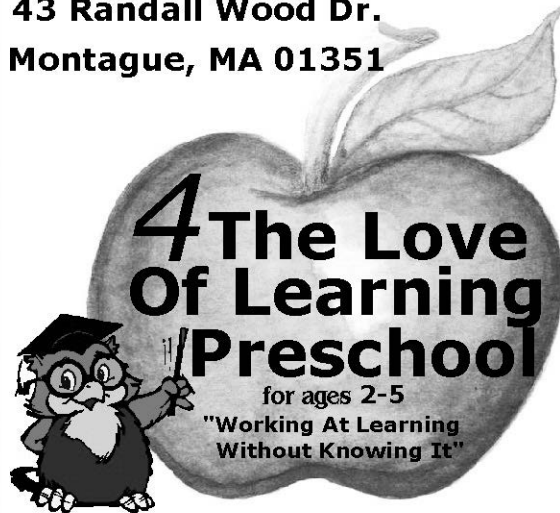
489 Bernardston Road, Greenfield, MA 01301

AlberHearing.com

(413) 774-0100

*Committed to improving the quality of life for individuals with hearing loss by providing skilled, reliable, and honest audiological services.*

**43 Randall Wood Dr.  
Montague, MA 01351**



**Small Group For Individualized Attention  
Open Year Round from 7:30-5:30  
Including Most Holidays  
Organic-based Meals Provided**

**Beth Sidel M.Ed (413) 863-0267  
[www.4TheLoveOfLearning.com](http://www.4TheLoveOfLearning.com)**

## ALL THUMBS DESIGN

31 Fort Square, Greenfield, MA 01301

AllThumbs.org

(413) 824-6221

*Greg Aubin, graphic designer, visual artist and teacher, and pottery, Greenfield, Massachusetts*

---

## ALLEN'S ROLL-OFF CONTAINER SERVICE

36 Log Plain Road West, Greenfield, MA 01301

AllensRollOffContainers.com

(413) 774-7774

*Allen's Roll-Off Container Service, in business since 2000, has 3 different sizes of containers and dumpsters for rent. Call for details.*

---

## AMES ELECTRICAL CONSULTING

771C Greenfield Road, Deerfield, MA 01342

AmesElectrical.com

(413) 772-2286

*Electrical Hardware and Software Control Systems for Equipment and Machinery in Manufacturing and Commercial Industries*

---

## AMHERST EQUESTRIAN CENTER

50 Station Road, Amherst, MA

AmherstEquestrianCenter.com

(413) 362-2020

*On 25 acres of conservation land in S. Amherst, featuring a thirty stall barn, over-sized indoor and outdoor riding arenas, and full day pasture.*

## MORE ON SEO:

### Importance of Site Titles and Page Titles

SEO is a method and approach to how you organize your website text and other aspects of your site, such as the titles of your pages, the navigation links, and even your domain name.

On a web page, page titles are hidden in meta Hyper Text Markup Language (HTML) tags that define the title of a web page and summarize its contents.

### Where Your Titles Appear

Search engines use title tags not only for the keywords found there, but also to display your title in their search results. It is the first line of each result, and is where the search engine places the link for people to click on.

People using a search engine receive a list of results and read the page titles to help determine which site to choose. If your page title isn't enticing, they may not click the link.

When you share your site on a social or community website, the bold, highlighted title in the bookmark is taken from the title tag on your website, and again is what people click on.

In a web browser, your page title appears in the tabs along the top, as well as in the blue "titlebar" at the very top of the browser window.

## **AMHERST FARMERS SUPPLY GRAIN FEED & PELLET FUEL**

320 South Pleasant Street, Amherst, MA 01004

AmherstFarmersSupply.com

(413) 253-3436

*Your source for building, landscaping, home, pet and farm needs. A family owned business providing services to the Pioneer Valley.*

.....

## **AMHERST HURRICANE BOOSTERS**

66 Iduna Lane, Amherst, MA 01002

HurricaneBoosters.com

(413) 336-4440

*A local group working to support High School sports. We raise funds to help achieve a positive impact on athletics at Amherst High School.*

.....

## **ANNA ABELE, ND, DR. OF NATUROPATHIC MEDICINE**

341 Pleasant Street, Northampton, MA 01060

DrAbele.com

(413) 587-0122

*As a doctor of Naturopathic Medicine, I offer experience, knowledge, skill and a good laugh to help you live a whole and healthy life.*

.....

## **ANTONIO'S II PIZZA AND GRINDERS**

1 South Street, Bernardston, MA 01337

AntoniosPizzaAndGrinders.com

(413) 648-9800

*Antonio's Pizza, NY-style, hand-tossed pizzas, homemade Italian dishes and soups, and a marinara sauce to die for*

## **Setting Your Site Title**

If you are using a Content Management System, each page's title is automatically set for you by combining your main website title with the individual page's title.

You can use the software's interface to modify the site title to your company name, your location, and maybe a short statement about what you do. In RocketFusion you would go to Admin > Site Settings > Titlebar.

Although there is no real limit to how long you can make your website title, you should keep the most relevant part down to 60 or 70 characters. This way the most important content is visible in search results as well as the browser window.

## **Setting Your Page Title**

Typically the page title is added in front of the site title when you're not on your home page. In RocketFusion you can set the page title when editing the page. If you don't specify a page title, the navigation title will be used instead. Typically the nav title is shorter to not take up too much room. Page titles should be longer.

If you want to have different text in your titlebar than what appears at the top of your page content you can click Advanced Info and set Show Page Title to No. You will then have to manually add a title to the top of your page content, but you will now be free to set your titlebar page title to whatever you want. Put in some good keywords.



## **ARCTIC CO., HEATING, COOLING, REFRIGERATION**

10 North Circle, Greenfield, MA 01301

ArcticMA.com

(413) 774-2283

*Servicing all air conditioning, heating, and refrigeration for Franklin County, Massachusetts.*

---

## **ATHOL PUBLIC LIBRARY**

568 Main St, Athol, MA 01331

AtholLibrary.org

(978) 249-9515

*More than 50,000 books, magazines, periodicals, books on tape, videos, compact discs for loan to people who have a card.*

---

## **ATHOL YOUTH SOCCER CLUB**

1745 White Pond Rd, Athol, MA 01331

AtholSoccerClub.org

(978) 660-8661

*Develops and promotes a vital, exciting program among the participating youths, parents, families and other soccer clubs in Franklin County*

---

## **BARRY AUSKERN, ATTORNEY AT LAW, GREENFIELD, MA**

40 School Street, Greenfield, MA 01301

AuskernLaw.com

(413) 773-1600

*Expertise in drunk driving cases, OUI defense, breathalyzer tests, field sobriety tests. Also includes requests for real estate tax abatements.*

## **Page Title Optimization**

The title tag of your website's home page should have your business name at the beginning followed by a few select keywords that describe the main aspect of what you do. Use a pipe | or hyphen - to separate your business name from the keywords, and capitalize!

- AJ Cycles – Gill MA - BMW Motoguzzi
- Arctic Co., Heating Cooling Refrigeration Greenfield MA
- Barts Homemade | Super Premium Ice Cream

If your business is more local than national, include your town or region in the website title. Minimize the number of commas so the search engines don't think your title tag is stuffed with keywords.

If you are in a highly competitive market, consider using synonyms or keywords that have lower competition rates. Search engines can easily identify associations and return them in search results, depending on other SEO factors on your page.

Use unique titles for every page, and make sure they're relevant to the content of that page. You don't need to include your business name in page titles, as your website title will include it, and thus will already be in the titlebar along with your page title.

Don't use special characters such as punctuation marks in titles unless absolutely necessary, and check your spelling. Nothing is worse than a page title that is misspelled!

**BART'S HOMEMADE—SUPER PREMIUM ICE CREAM**

80 School Street, Greenfield, MA 01301

BartsHomemade.com

(413) 774-7438

*Barts Homemade Super premium ice cream is manufactured and distributed from Greenfield, MA.*

.....  
**BECCA BYRAM MUSIC**

27 William Street, Shelburne Falls, MA 01370

BeccaByram.com

(917) 742-8595

*Becca Byram singer songwriter arranger composer analog keyboard specialist*

.....  
**BERNARDSTON FARMERS SUPPLY**

43 River Street, Amherst, MA 01004

BernardstonFarmersSupply.com

(413) 648.9311

*Your source for building, landscaping, home, pet and farm needs. A family owned business.*

.....  
**BFR CHASSIS AND BOB FILL RACING**

1 State Road (Rt. 5 & 10), Whately, MA 01093

BFRChassis.com

(413) 247-0175

*Chassis Fabrication Custom Race Chassis. Stafford Motor Speedway Thompson Speedway Five Star Race Bodies. Sheet Metal Chassis Set Up*



**About-Face  
Computer Solutions**

**151 Avenue A, Turners Falls  
(413) 863-5447**

**Mo-Th 9:30-6:00, Fri 9:30-4:00  
Sat 11:00-2:00**

**Virus and Spyware Removal,  
PC Repairs and Upgrades,  
New PC Sales, Linus Systems,  
Custom-Built Systems, IT Support.  
Business and Home Networks,  
Networking, Training, Faxing,  
Quickbooks Setup and Support,  
Mac Consultant.**

**About-FaceComputers.com**

### **BIRCH TREE CENTER**

296 Nonotuck St: Ste II, Florence, MA 01062

BirchTreeCenter.com

(413) 586-5551

*Transforming the culture of healthcare using the principles of holistic health, therapeutic presence and person-centered care.*

---

### **BLUE RIBBON EQUINE HORSE MASSAGE**

P.O. Box 809, Conway, MA 01341

BlueRibbonEquine.com

(413) 325-5777

*A very effective health care practice that can alleviate problems that in time may become deeper issues that are more difficult to address.*

---

### **BOB'S OIL BURNER SERVICE**

674 Brattleboro Rd., Bernardston, MA 01337

BobsOilBurnerService.com

(413) 648-9790

*Specializes in the annual maintenance and repairs to ensure that the best possible performance of your oil heating system is achieved.*

---

### **BOOSKA'S FLOORING**

169 Avenue A, Turners Falls, MA 01376

BooskasFlooring.com

(413) 863-3690

*Booska's Flooring is a full service retail flooring store, located in downtown Turners Falls, MA, in sunny Western Massachusetts.*

## **EVEN MORE ON SEO: Page Content Optimization**

**H**aving your pages get noticed is all about telling the story of what you do, and being as descriptive as possible. There are companies dedicated to this task as their only business and may charge upwards of \$3000 for the service.

The key to SEO is to understand that you're writing for two audiences: the people who read your pages and the search engine that indexes the text on your pages. Thus, you should write your content in such a fashion as to have as many key phrases as possible (this is what people are typing into the search engines) while also writing naturally so the content doesn't seem too keyword-centric, or contrived. This is where the real skill comes into play.

Your home page is the most important page on your website. It should have at least three paragraphs of text on it, and should contain (a) what you do in general detail, and (b) where you do it.

The first sentence should include your company name, bolded, with the main point of your business' function. The rest of that paragraph should contain more examples of what you do. The rest of the page should fill in that list, and include town names and your region.

The best thing you can do is go to other websites and look at what is on their homepage. After one minute of reading, do you understand what that company does and where they do it? If not, what did they do wrong? What should they have done? This is your homework.

## BREEN WOODWORKING HANDCRAFTED FURNITURE

261 Long Plain Rd., Whately, MA 01093

BreenWoodWorking.com

(413) 221-6313

*Handcrafted heirloom furniture custom made to your own specifications or choose from any number of our existing pieces.*

## BRILLYANT CHARTERS LAKE ONTARIO SPORTS FISHING

177 North Main Street, Sunderland, MA 01375

BrillyantCharters.com

(413) 522-1290

*River Pulaski NY Captain Ray Cicky Trophy Salmon Brown Trout Lake Trout Rainbow Steel Head Coho Salmon*

## BROOK'S BEND FARM

29 East Taylor Hill Road, Montague, MA 01351

BrooksBendFarm.com

(413) 367-2281

*Shetland Lamb and Woolens, mentoring for nature connection and life-skills; herbal medicine; perennial crops; regenerative design trials.*

## CACTUS GEEKS

20 River Street, Greenfield, MA 01301

CactusGeeks.com

(413) 320-5336

*Kids who love growing and studying cacti — we will nurse your sick plants for you at low cost.*



## Digital signage made simple.

Mix live TV with advertising, Twitter feeds, and more on your screens.



We sell ads that appear on your TVs or displays using your existing equipment or on new displays we install for you, and your business generates income through a share of the ad revenue. It's a great way for businesses to reach customers through ads, and for you to promote your own events or other offerings.

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

## CAMELOT CARPET CLEANERS, GREENFIELD, MA

221 Conway Street, Greenfield, MA 01301

CamelotCarpetCleaners.com

(413) 773-9599

*Carpets, upholstery and area rugs, machine and handmade Oriental styles and braided rugs. Residential homes and businesses.*

---

## CARRIAGE TRAIL RENTALS

591 Warren Wright Road, Belchertown, MA 01007

CarriageTrailRentals.com

(413) 256-4636

*Offers unique, comfortable, and conscientiously maintained properties. Five minutes from the UMass, Amherst, On the free bus route!*

---

## CASTLE PEAKE KENNELS

823 Orange Road, Warwick, MA 01378

CastlePeake.com

(978) 544-1845

*Dog breeder hunting chocolate labrador Companion dogs, tracking dogs, show dogs, hunt test field trial dogs*

---

## CHARLIE KING & KAREN BRANDOW, POLITICAL SATIRISTS

45 1/2 School Street, Shelburne Falls, MA 01370

CharlieKing.org

(413) 625-8115

*Musical storytellers and political satirists. Their repertoire covers a century and a half and four continents.*

## GOOGLE: GETTING INDEXED

One of the hardest things to do when you first create a website is getting it to show up in Google's indexes so people can find you when using a search engine.

To get your website started, there are two places you can go. One is a linking directory called [www.DMOZ.org](http://www.DMOZ.org). Many search engines use this as the basis for their indexes. Go to the site, find the best geographical location and category for your website, click the Add Site button at the top and follow their directions. It may take up to three or more weeks to get listed here, so have patience.

The other place is run by Google. They require that you have a Gmail account to submit a URL, also required to set up a Google Analytics account and a Business Page, both of which will ensure your place in their indexes.

[www.Google.com/webmasters/tools/submit-url](http://www.Google.com/webmasters/tools/submit-url)

Submitting here could also take several weeks before you appear in their indexes, but it's a start. While you wait, you should be working on your SEO (Search Engine Optimization) by writing your content properly, and establishing as many in-bound links as you can. See the next article for more details.

And don't forget to claim your Google+ Business page (see article) if you haven't already. This is critical, especially if the page already exists and has incorrect information.

## CHESTERFIELD MA FIRE DEPARTMENT

5 North Road, Chesterfield, MA 01012  
ChesterfieldMAFire.com  
(413) 296-4049

*The Chesterfield MA Department uses the most up to date and state of the art equipment and methods available.*

---

## CITIZENSHIP NEWS

8 Fairfield Street, Amherst, MA 01002  
CitizenshipNews.us  
(413) 549-0601

*Information, resources, and the latest news concerning citizenship education, the U.S. citizenship test, and the naturalization process.*

---

## CLIFF'S SMOKIN' BACKYARD BBQ

117 Ashfield Road, Buckland, MA 01338  
CliffsSmokinBackyardBBQ.com  
(413) 834-1196

*Serving Southern Wood Smoked Barbeque in Greenfield Amherst Northampton Shelburn Falls Franklin County MA Mass Massachusetts*

---

## COLD RIVER PACKAGE, CHARLEMONT

Route 2, Charlemont, MA 01339  
ColdRiverPackage.com  
(413) 339-5709

*Cold River Package Store on Route 2, downtown Charlemont, MA, on the Mohawk Trail. Purveyors of the finest liquor, beer and wine.*

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FIREWOOD PROCESSORS

**WOODBINE FIREWOOD PROCESSORS FROM CRD METALWORKS**

**The Highest Production to Investment. PERIOD!**

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**The Best Price to Value of Any Processor Available Today!**

CRD METALWORKS • 17 HYDE HILL ROAD • WILLIAMSBURG, MA 01096  
**888-667-8580**  
[www.crdmetalworks.com](http://www.crdmetalworks.com)

## COMMUNITY HOUSE

10 Oak Street, Brattleboro, VT 05302  
CommunityHouseVT.org  
(802) 258-4438

*Residential assessment program for children age 6-13, Independent General and Special Ed for K-8, Summer Day Camp for 5-13.*

---

## CONFLICT RESOLUTION WITH YOUNG CHILDREN

54 Wood Avenue, Gill, MA 01354  
KidsAndConflict.com  
(413) 863-2464

*An effective six-step mediation process that adults can use to support young children at tense and emotional times.*

---

## COSMIC WIMPOUT

15 River Road, Leyden, MA 01337  
CosmicWimpout.com  
(413) 624-3902

*Cosmic Wimpout, the Game of Cubes That's Pure Fun! Specialty dice game with twists and surprises, and a history back to ancient times.*

---

## COUNTRY CLUB OF GREENFIELD

244 Country Club Road, Greenfield, MA 01301  
GreenfieldCountryClub.com  
(413) 772-0970

*A semi-private 18-hole course, the Country Club of Greenfield features 6,337 yards of golf from the longest tees for a par of 72.*

## GOOGLE ANALYTICS: WHAT IS IT?

Google Analytics (GA) is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources. It is the most widely used website statistics service. Basic service is free.

There are four main components to the Google Analytics system:

**Collection:** You use GA to collect user interaction on your website. One package of information is referred to as a "hit." A hit is sent every time a user views a page that includes the GA code.

**Processing:** Once the hits from a user have been collected on Google's servers, the next step is data processing. This is the transformation step that turns your raw data to something useful based on parameters you assign during configuration.

**Your Configuration:** GA applies your configuration settings to the raw data. Once your data is processed, it is stored in their database.

**Reporting:** Go to [www.Google.com/Analytics](http://www.Google.com/Analytics) to access your data. Information available includes what pages are most popular on your website; how long people stayed; where they found out about it (ie; in-bound links); what keywords are used in search engines; and what country and city your visitors come from. Charts are presented in a variety of formats and you can set start and end dates as well. This information allows you to see what is working well on your site, and what may need updating.

## COX AND POWERS, PA, ATTORNEYS AT LAW

136 Main Street, Greenfield, MA 01301

CoxAndPowers.com

(413) 773-5007

*Dedicated to preservation of client rights with dignity and respect.*

*Helping individuals cope with difficult and stressful legal matters.*

---

## CUSHMAN MARKET CAFE AND GENERAL STORE

491 Pine Street, Amherst, MA 01002

CushmanMarket.com

(413) 549-0100

*Provides a comfortable and friendly place with a green ceiling for*

*neighbors, kids and visitors to enjoy!*

---

## DAN PIASECKI WEDDING PHOTOGRAPHY

2 Griffin Place, Salem, MA 01971

DanPphoto.com

(219) 771-1660

*Wedding photography that stems from a romantic perspective on life.*

*Sharing and preserving a very important moment.*

---

## DARKSTONE LLC | TRADITIONAL STONEMASONRY

P.O. Box 9, Deerfield, MA 01342

DarkStoneNewEngland.com

(603) 365-7082

*Darkstone LLC transforms outdoor environments through the artistry of traditional stonemasonry.*

## GOOGLE ANALYTICS: SETTING IT UP

Setting up a Google Analytics account is easy and it's free. Creating a Google Analytics (GA) account requires that you have a Gmail email account, which is also free. Just go to their website: [www.Google.com/Analytics](http://www.Google.com/Analytics)

If you don't already have a Gmail account you will be prompted to create one now. If you already have a Gmail account, sign in (unless it's your personal email, in which case you should set up a new one). You will then be prompted to create the GA account. Make sure to select Website, not Mobile App. Use your business name as your account name.

Once you have completed the set up, you will be given an account number, which looks like this: UA-12345678-1

Depending on the website software you use, you may have to download and install a plug-in. For more information refer to the online knowledge base of the software provider.

If you are a RocketFusion customer, you can now simply copy that account number and go to Admin > Site Settings > Google and paste it into the field labeled `text_Google_Analytics_account`. This will enable the GA tracking code on your website.

If you have a static website you will have to embed the code into the headers of every page on your site.



## DAVIS BATES, STORYTELLER

PO Box 210, Shelburne Falls, MA 01370

DavisBates.com

(413) 625-0202

*A mixture of family, Native American, international and regional stories and songs speaking of empowerment, history, spirit and the environment.*

.....

## DEBORAH SAVAGE

9 Dry Hill Road, Montague, MA 01351

DeborahSavage.net

(413) 367-0134

*Award-winning novelist, illustrator and teacher. Professional experience as a writer, visual artist, writing workshop facilitator and speaker.*

.....

## DENISON LOGGING AND LUMBER

140 West Leyden Road, Colrain, MA 01340

DenisonLoggingAndLumber.com

(413) 768-9729

*Provides custom sawing, commercial lumber and packaging, framing, post and beam, blocking, pointed grade stakes, emergency tree services.*

.....

## DON BACHELDER SQUARE DANCES

134 Gill Road, Bernardston, MA 01351

BachelorSquareDances.com

(413) 648-3003

*Don calls Modern Western Square Dances. Fun nights and Corporate events int New England, New York, Canadas.*

## GOOGLE ANALYTICS: USING IT

Once your Google Analytics (GA) account is set up it will take a few days to generate information. To access the account, simply go to [www.Google.com/Analytics](http://www.Google.com/Analytics) and log in. You will see the main dashboard, where your website(s) are listed.

Choose the website you'd like to view and you'll see a line chart that shows the previous month's worth of traffic with some numeric stats below. You can click on the date to set the start and end period of the report. On the left side you'll see many reports to choose from. Here are the most important ones:

**Audience / Geo / Location** is interesting because it gives you the location where people are when they view your website. Click on the United States and see all the states' statistics. Click on a state to see a bubble map of cities and towns. This is helpful info if you're thinking about doing localized advertising.

**Acquisition / Keywords / Organic** shows you what keywords people used in a search engine that placed your site on the results page, which people then clicked to get to your website. Set "Show rows" at the bottom of the page to 100 or 250 to see a more complete list.

In this chart "session" comprises the entirety of a person's interaction with your website. "New" indicates how many of the visitors are thought to be new (not returns). "Bounce rate" means they viewed one page and then left. If you use Facebook, also check out the Acquisition / Social / Overview report.

## EASTHAMPTON MUSIC CONSERVATORY

12 Greenwood Court, Easthampton, MA 01027

WesternMAMusic.com

(413) 527-9884

*Exciting private and group lessons for all ages and abilities. Our teachers focus collaboratively on excellence in musicianship at all levels.*

## ELECT REPRESENTATIVE STEVE KULIK

1 Sugarloaf St., South Deerfield, MA 01373

ElectSteveKulik.org • (413) 665-7200

*Ashfield, Buckland, Chester, Chesterfield, Conway, Cummington, Deerfield, Goshen, Huntington, Leverett, Middlefield, Montague, Plainfield, Shelburne, Shutesbury, Sunderland, Whately, Williamsburg, Worthington*

## ELFTUNES PUBLISHING – NOVELTY CHRISTMAS MUSIC

111 N. Broadway, #B, Irvington, NY 10533

ElfTunes.com

(917) 803-2391

*Elftunes Publishing presents Silas Barnaby, a holiday music inspired duo with serious issues. Listen to Christmas Stew or the Angels and Whisky.*

## EMERSON FAMILY CHRISTMAS TREE FARM

878 Bernardston Road, Greenfield, MA 01301

EmersonTreeFarm.com

(413) 773-5245

*Our family-owned farm is open seasonally from November 11th through Christmas Eve every year. We are open 9 a.m. to 6 p.m., 7 days a week.*



DeborahSavage.net

(413) 367-0134

Do you need help writing news or blog posts for your website? Give Deborah a call. She's local and has tons of experience writing copy.



Deborah is an award-winning novelist, illustrator and teacher with more than thirty years of professional experience as a writer and visual artist; creative writing workshop facilitator and speaker at writing conferences; teacher, developer and coordinator of creative writing and art classes and projects for adults, teens and kids. Based in Montague Center.

## EMPHASIS CONSULTING GROUP, LLC

71 Lockes Village Rd, Wendell, MA 01379  
EmphasisConsultingGroup.com  
(978) 544-2688

*Strategic consulting services to non-profit, municipal, business, and political client locally and throughout the Commonwealth.*

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## ENCHANTED CREATIONS BY MELANIE

21 New Plain Rd, Northfield, MA 01360  
EnchantedCreationsByMelanie.com  
(413) 768-8874

*Enchanted Creations by Melanie handmade, custom princess, fairy, wedding, flower girl, birthday tutu dresses. halos, fairy wings*

---

## FAST CONTRACTOR WEBSITES – QUICK, CHEAP, WORK.

20 River Street, Greenfield, MA 01301  
FastContractorSites.com  
(413) 320-5336

*When people look for contractors on Google, you need to be found. And when people find you on Google, that means jobs.*

---

## FIRE CHIEFS ASSOCIATION OF MASSACHUSETTS

P.O. Box 97, North Andover, MA 01845  
FCAM.org  
(978) 682-2272

*Training, Developing and Educating Fire Service Professionals for the Next Generation of Fire Chiefs in Massachusetts.*

## GOOGLE BUSINESS: WHAT IS IT?

**G**oogle My Business (previously Google Pages) is the main business directory used by Google for its search engine and maps. This is an important part of having good “SEO Juice” in Google and on the web in general. If you’re not sure you’re in there, stop everything.

Your first test is to go to Google and type in your business name, not the website domain, but your actual business name. Your information should show up at the top of the list with a marker flag next to your address, several important pages from your website highlighted, and a map box on the right showing your location, directions, contact info, hours, etc. If you don’t see the map or the marker, go to [www.Google.com/Business](http://www.Google.com/Business) to get started.

Below the map box you should see a small link labeled “Are you the business owner?” Clicking that will bring you to a login page similar to Gmail and Google Analytics. From here you’ll be able to edit your business info, including adding the keywords.

Of all the information you enter for your business, the keywords, called “Categories,” are the most important, and the most frustrating. Google has a rigid set to choose from, and you can only choose five. If your business doesn’t fall into one of their categories, choose whatever works best since you cannot add custom categories.

The second most important information you can provide is your address. This starts the process of getting you on Google Maps, which is critical if you’re a store-front business that relies on customers getting directions.

## **FIREWOOD PROCESSORS — CRD METALWORKS**

17 Hyde Hill Road, Williamsburg, MA 01096

CRDMetalWorks.com

(888) 667-8580

*Woodbine and Rapido Loco from CRD Metalworks. Produce 5+ cords of split cordwood an hour with ease of maintenance.*

---

## **FIRST ANNUAL CRANKING ROCKTOBER BLOWOUT**

20 River Street, Greenfield, MA 01301

RocktoberBlowout.com

(413) 320-5336

*Two-hour documentary of the First Annual Cranking Rocktober Blowout, 1988, held at the Brooklyn Army Terminal, NY.*

---

## **FRANKLIN COMMUNITY CO-OP**

144 Main Street, Greenfield, MA 01301

FranklinCommunity.coop

(413) 773-9567

*We offer fresh organic produce, bulk foods, organic meats and cheeses, wellness items, natural groceries, and regional specialties.*

---

## **FRANKLIN COUNTY BAR ASSOCIATION**

20 Federal Street, Greenfield, MA 01301

FranklinCountyBar.org

(413) 773-9839

*The professional organization for attorneys interested in promoting the administration of justice and standards of excellence.*

## **GOOGLE MAPS: GET ON IT AND USE IT**

The flip side of Google Business is Google Maps. This is where your address literally hits the road. Couple this with the keywords entered in the Business record and you have a powerful method for getting people into your establishment.

Once you're in Google's Business database and you've entered in your street address, they'll want to verify the info before your record appears in searches. The two methods they use for confirming your info are: calling your phone and giving you a six digit code that you enter into your account, and/or sending a postcard to the address you provided with that six-digit code. Yes. A postcard.

Be aware, Google compares your address to other databases of business addresses, which means you can't enter someone else's address as yours. It may verify for a couple of weeks, but eventually it will be removed. If you work out of your house, this may be an issue. Keep that in mind when deciding whether or not you want to appear on Google's map.

Once your entry is verified you will find yourself on the map. If you like, you can copy the URL (web address) of the map and add it to your website on a link labeled "directions," or you can embed the map on a page. Click the gear icon on the bottom right of the map to access the options for linking or embedding your map.

Getting in the Google Business and Maps directory is important. If you need help, give us a call. We'll walk you through it.

### FRANKLIN COUNTY COMMUNITY MEALS PROGRAM

P.O. Box 172, Greenfield, MA 01301

FCCMP.org

(413) 772-1033

*Providing community meals (Greenfield, Turners Falls and Orange) and operates the Orange Food Pantry.*

---

### FRANKLIN COUNTY SPORTSMEN'S CLUB

721 River Road, Deerfield, MA 01342

FCLSC.org

(413) 772-0346

*The Franklin County Sportsmen's Club is your place to learn, practice and enjoy the shooting sports!*

---

### GARDEN HANDS

2 Heath Rd, Colrain, MA 01340

GardenHands.com

(413) 624-5122

*Lightweight, original stone carvings and garden sculptures. Beautiful, ornamental, yet different from ordinary garden accessories.*

---

### GARDNERS FARM STAND

441 Turners Falls Rd, Montague, MA 01301

GardnersFarmstand.com

(413) 367-2021

*Gardner's Farm Stand, Montague, MA. Fresh chicken and goose eggs, asparagus, and potted and hanging flowers.*



## Notices and Announcements for the Fire Chief of Massachusetts

# FCAM.org

*The purpose of the Fire Chief's Association of Massachusetts is to further the professional advancement of the fire service; to serve as the recognized Fire Chief's organization for the exchange of ideas, knowledge and experience in the area affecting fire prevention, fire extinguishment, and the safety of life and property from fire; and to promote efficient fire administration.*

## GBR LANDSCAPING

122 South Prospect Street, Millers Falls, MA 01349

GBRLandscaping.com

(413) 687-4783

*GBR Landscaping can provide organic lawn care and organic pest control for your home or office.*

.....

## GELINAS LAWN MAINTENANCE

241 Daniel Shays Highway, Orange, MA 01364

GelinasCompany.com

(978) 544-6511

*Reliable Waste, Recycling & Landscaping since 1992. Providing Commercial/Residential Landscaping and Lawn Maintenance.*

.....

## GILMORE & FARRELL INSURANCE

525 Bernardston Rd, Greenfield, MA 01301

GilmoreAndFarrell.com

(413) 773-3686

*Local, independent insurance agency for auto, home, motorcycle, collector car, boat, snowmobile, renters and business insurance.*

.....

## GIVING TREE SCHOOL

3 Wood Avenue, Gille, MA 01354

GivingTreeSchool.org

(413) 863-9218

*Giving Tree School is a nonprofit educational organization that has been providing programs for young children since 1976.*

## KEEPING IT FRESH:

### Post Some news!

A priority in terms of SEO maintenance should be making sure you have fresh, relevant content on your website. The best way to do this is to regularly post news articles. You could have the newest of these articles show up in a side-bar, or have a dedicated news page. Here's why adding news is important:

- (1) Customers coming to your site will see content posted with a recent date. This shows you're engaged with your site, and thus engaged with your customers because you're taking the time to keep your site up-to-date.
- (2) The build-up of news articles slowly increases the amount of content on your website for Google to index and for people to find when doing searches. Bottom line: the more words on your website, the larger your potential for appearing in a Google search.
- (3) You might post something that someone else finds very useful or informative, and if they are on social media they may share it or link to your article... where other people will see the link and read your article. And Google likes when people link to you.
- (4) As your news article content builds over time, it's possible that local news organizations will come to you as a leader in your industry and will request interviews or quick quotes in related news stories as a reference on the topic. That is advertising you cannot buy.

### **GOOD DIRT POTTERY, MONTAGUE MA**

38 Main Street, Montague, MA 01301

GoodDirtPottery.com

(413) 367-0155

*Good Dirt Pottery has been creating handmade stoneware and porcelain utilitarian ware and sculpture in our Montague studio since 2001*

---

### **GRACE ELECTRICAL SERVICES**

30 Montague Street, Leverett, MA 01354

GraceElectricalServices.com

(413) 548-9137

*Serving Connecticut and Western Massachusetts since 2006. We pride ourselves on seeing that the needs of our customers are met.*

---

### **GRANBY FIRE DEPARTMENT**

259 E State Street, Granby, MA 01033

GranbyFire.org

(413) 467-9696

*Granby Fire Department is dedicated to providing for the safety and welfare of the public through the preservation of life and property*

---

### **GREEN EMPORIUM RESTAURANT & ART GALLERY**

2 Heath Rd, Colrain, MA 01340

GreenEmporium.com

(413) 624-5122

*Green Emporium is the gourmet restaurant, neon art gallery in Western Massachusetts. We cater weddings and special events.*

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## **KEEPING IT FRESH: Post Some News... Then Email It!**

The most important reason to post news articles to your website is because you can EMAIL them to customers.

Depending on your website management system, you may have a growing database of contacts right in your site. In the RocketFusion platform, this is accomplished through both the Contact Us page and any dynamic forms you create. Other systems include Constant Contact and the like. If you have a shoe box full of addresses from sign-up sheets, it is time to start typing them in.

Remember, these customers and prospects reached out to you. You should take advantage of potential business by reaching back with news, specials and deals, and helpful tips.

What kind of business do you own and how do the seasons affect your work or products? Is there something you can inform your customers about? For instance, if you're a contractor of any kind, post a news article about the coming season and what customers should do to prepare for it. If they need help, they can call you to set up an appointment. Send that news article out by email to your contact list.

If you are on Facebook, you can also post the article there by simply copying the link and pasting it into a new "status." Although not everyone is on Facebook, additional exposure is always good.

In summary, post frequent news to your site and share it through as many means as possible, making sure to link back when you can.

**GREEN HOME ALABAMA – HOME ENERGY EXPERTS**

1005 Bluestone Way, Birmingham, AL 35242  
GreenHomeAlabama.biz  
(205) 410-7748

*Our company applies the science of ultra energy efficiency to new and existing residential homes and commercial buildings.*

**GREENFIELD LODGE OF ELKS #1296**

3 Church Street, Greenfield, MA 01301  
GreenfieldElks.org  
(413) 774-4909

*Since its inception in 1868, the Order of the Elks has grown to include nearly 1.2 million men and women in almost 2,200 communities.*

**GREENFIELD MA CANDIDATES**

20 River Street, Greenfield, MA 01301  
GreenfieldCandidates.com  
(413) 320-5336

*A website that compares all candidates up for election in the Greenfield, MA, Annual Town Election*

**GREENFIELD MEN’S TOUCH FOOTBALL LEAGUE**

Green River Field, Greenfield, MA 01301  
GreenfieldTouchFootball.org  
(413) 773-8256

*Greenfield Men's Touch Football League, weekly scores and standings. Sign up for news and scores.*

**Franklin County  
LAWYER REFERRAL SERVICE**

Connecting Community Members  
With Attorneys Skilled In  
Legal Representation In More Than  
Twenty-five Different Areas Of Law.



Call for an initial intake and free referral  
to an attorney specializing in  
your legal need.  
413-773-9839  
Toll Free 888-351-8038

or go to  
**[www.FranklinCountyBar.org](http://www.FranklinCountyBar.org)**



## GREENFIELD SELF STORAGE CENTER

78 Woodward Rd, Greenfield, MA 01301

GreenfieldSelfStorageCenter.com

(413) 774-7700

*Family-operated — your self storage facility, with newer, modern facilities and various sized storage units, from \$55 per month*

.....

## GREG'S AUTOBODY

239a Greenfield Road, South Deerfield, MA 01373

GregsAutoBodyShop.com

(413) 665-3989

*Greg's Autobody Shop, authorized, state of the art collision repair and auto painting in Deerfield, MA*

.....

## GREG'S WASTE WATER REMOVAL SERVICE

239a Greenfield Road, South Deerfield, MA 01373

GregsWasteWaterRemoval.com

(413) 665-3989

*Providing septic and Title 5 Inspection services for the homeowner and real estate markets, serving Franklin and Hampshire County.*

.....

## GRILL'N CHILL, HATFIELD, MA

127 Elm Street, Hatfield, MA 01037

HatfieldGrillnChill.com

(413) 247-5044

*A great place to eat! 16 flavors of bone-in and tender style wings. Daily lunch and dinner specials. Six beers on tap. Full bar.*

## INTERACTIVITY: Photo Galleries Are Good

There are many reasons to publish images and photos as part of your website, such as if you have an online store, send out news releases or have a Facebook business page.

Studies show that pages and news articles with images get nearly double the number of views. Including a photo or a video in an emailed press release increases views by about half. Consumers are more likely to consider or contact a business when an image shows up in local search results.

And that's just including images in a page. What about full-scale photo galleries where the main content is the photos themselves? Your website could benefit from having categories of photos that allow your potential or existing customers to browse and view an interactive or automated slideshow.

For instance, if you are a service business, you could display before and after samples of your work. If you're a membership organization, show photos of events you have held.

Ensure people find your photos by adding categories and labels. Better yet, add a description to each one telling the story and using rich keywords and phrases. Remember, Google can't see what's in the image. It can only infer the content based on the title and the description. The more key words, the more likely your photo will be displayed.

## **GRRR GEAR, INC.**

334 East Main Street, Orange, MA 01364

GrrrGear.com

978-544-5444

*Stop in and gather your supplies for Hunting, Fishing, Archery, Shooting, Reloading, Hiking and general outdoor activities.*

---

## **HAIRE LABORATORY FOR LANDSCAPE ECOLOGY**

8 Main Street, Montague, MA 01301

HaireLab.com

(413) 367-4500

*Topics include the influence of management, climate, and topography on fire regimes, and post-fire succession and forest regeneration.*

---

## **HALE CUSTOM SIGNS**

277 French King Hwy, Gill, MA 01302

HaleCustomSigns.com

(413) 774-5663

*A full service custom signs shop serving Western Massachusetts and the Connecticut River Valley from Vermont to Massachusetts.*

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## **HAMPSHIRE COUNTY FIRE DEFENSE ASSOCIATION**

48 Stage Road West, Westhampton, MA 01027

HCFDA.org

(413) 437-4686

*Hampshire County Fire Defense Association - Serving the county through regional collaboration*

## **INTERACTIVITY: Photo Galleries and Google Images**

Google Images is an interesting beast, an index of millions upon millions of photos that appear on websites. People use it every day when looking for products and services. The only way to ensure your company is represented in that space is by having a lot of photos on your website. Depending on the nature of your business, you might find your site gets found more through image searches than text searches.

The first step is to make sure Google is indexing your website. Once that's done, just set up a photo gallery on your site and begin uploading images.

Be very mindful of how you title the photos. This is key to getting them found. You should keep the photo title succinct, yet descriptive. DO NOT leave it with the camera-created name of "IMG\_0167825" or whatever. Give it a proper name, such as "Horse at Sunset by a Tree," then make sure to add a paragraph of key words and phrases about it to the description.

To get a good idea of the context in which your photos will appear, you should try a Google Images search. Go to Google, search for "rhubarb circus" and then click on images in the upper part of the page. You'll see that many of the photos in the top three or four rows are from one website. Now try searching for your business by using a generic description of your service, your town, and the state.

## HAMPSHIRE REGIONAL EMERGENCY RESPONSE TEAM

116 Main Street, South Hadley, MA 01075

HRERT.org

(413) 538-5017

*The Hampshire Regional Emergency Response Team exists to improve the health and safety of our communities.*

## HANGING MOUNTAIN FARMS

188 North Road, Westhampton, MA 01027

HangingMountainFarm.com

(413) 527-0710

*Producing fine maple syrup, growing organic vegetables, home grown hay, and running the Strawbale Cafe which serves breakfast.*

## HATFIELD BEEF, CO.

42 North Hatfield Road, Hatfield, MA 01038

HatfieldBeef.com

(413) 247-5441

*Wholesale and Retail Beef, Steak, Pork, Chicken, Sausage, Bacon, Fish. Fresh cut, ground, chops, loins, wings, legs, right there in front of you.*

## HENNA ELEMENTS

20 Frankton Rd, Shelburne Falls, MA 01370

HennaElements.com

(413) 625-6453

*Body art with style. Custom designs inspired by henna artists from around the world. Corporate and private parties, festival*

# Gilmore & Farrell

Insurance Agency, Inc.



525 Bernardston Rd., Greenfield, MA 01301

Phone: (413) 773-3686 / 772-0251

Fax: (413) 773-3273 / 772-2338

8:30 AM—5:00 PM Monday–Friday

## GilmoreAndFarrell.com

*The Gilmore and Farrell Insurance Agency Inc. in Greenfield, Massachusetts is Franklin County's local, independent insurance agency for auto, home, motorcycle, collector car, boat, snowmobile, renters and business insurance. Your Trust Choice for personal and commercial insurance.*

## HENSHAW FAMILY FARM

42 Bisbee Rd. / PO Box 265, Chesterfield, MA 01012

HenshawFarms.com

(413) 531-7235

*Bulk, container truck delivered potable (and pool) water to all of Western Mass and the Pioneer Valley. And we sell hay, too.*

---

## HENSHAW WELL DRILLING

130 Cummington Rd, West Chesterfield, MA 01084

HenshawWellDrilling.com

(413) 531-7235

*Well drilling, water conditioning, water filtration, pump and well repairs, geothermal loops installation, and pump sales.*

---

## HOISINGTON LANDSCAPE AND CONSTRUCTION

571b Millers Falls Road, Northfield, MA 01360

HoisingtonLC.com

(413) 225-3015

*Bringing both hands-on and supervisory expertise to commercial and residential construction projects for 25 years in Franklin County, MA*

---

## HOSPICE OF FRANKLIN COUNTY

329 Conway Street, Greenfield, MA 01301

HospiceFC.org

(413) 774-2400

*Information, resources and expert medical care to support you, your family and friends with caring hearts and hands.*

## INTERACTIVITY: Online Forms Are Good

Despite the fact that our lives are already filled with too many forms, including them on your website is a major time-saver for both you and the people who want to interact with you.

Your website software should allow you to create new forms, add fields, and set default values and settings for radio buttons and check boxes. It should allow all responses to be emailed to you and databased on the website for later exporting to Excel or to another system you may have.

That last part is the major time saver of them all. Printing up “Hello, My name is” cards is a breeze if all your attendees are in a database you can export from. Typing in information from paper is so... 19th Century!

Additionally, customers will appreciate getting a speedy reply that confirms their information has been received in a tidy, printable format they can also view on a mobile device.

Lastly, your online form module should allow you to email everyone who filled out the form, both now and in the future, especially if it's an annual event people would sign up for. Invite them all back!

If your company or organization is in the business of putting on events or seminars, or if you just want to gather testimonials or feedback but you don't want to clutter up your generic contact us form, you need dynamic online forms built into your website.

## HOTSAPP WOODWORKS

14 North Street, Montague, MA 01351

HotSapp.com

(413) 367-9408

*Hotsapp Woodworks creates 'vertical furniture' in the form of handcrafted, heirloom quality PhotoCabinets and Mirrors.*

---

## INK SEALS, INC.

158 Gov. Dukakis Drive, Orange, MA 01364

InkSeals.com

(877) 782-2246

*Quality, precision ink end seals for enclosed doctor blade systems. A positive, dramatic impact on the commercial print press operator!*

---

## JASON STELMACK PC

5192 Washington Street, #2, Boston, MA 02132

AttorneyStelmack.com

(617) 477-3703

*Representing people accused of crimes, wrongly terminated from employment, and experiencing difficult family law issues.*

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## JAY SERIES – EMERGENCY ROADSIDE SERVICE FOR I-91

Whately Diner Truck Stop, Whately, MA 01093

JaySeries.com

(413) 834-0933

*Emergency roadside service for all medium and heavy duty trucks and tractor trailers. 34 years experience, fully equipped service trucks.*



## Grace Electrical Services

Leverett, MA 413-548-9137

In business since 2006, we perform all types of electrical services from the installation of automatic standby generators to voice/data equipment. We specialize in knob and tube removal from old farm houses, electrical upgrades, home remodeling and rewiring, fire alarm installations, wired smoke detector installs, and small business outfits.

Personal, quick and efficient service.

Free quotes.

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

Ryan Gahagan, prop.



## JESSICA PAYNE CONSULTING

37 Western Lane, Amherst, MA 01002

JessicaPayneConsulting.com

(413) 824-9578

*Jessica Payne Consulting, Qualitative Research in Education, Healthcare and Marketing*

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## JONATHAN GINZBERG, LICENSED ACUPUNCTURIST

25 Main Street, #203, Northampton, MA 01060

GinzbergAcupuncture.com

(413) 427-5151

*Jonathan Ginzberg Acupuncture and Chinese Herbal Medicine in Northampton, Cummington & Pioneer Valley*

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## KAREN'S DANCE STUDIO

49 Bank Row, Greenfield, MA 01301

KDSdance.biz

(413) 773-7816

*KDS Dance Supplies & Hip Hop Ballet Tap Jazz Instruction. Classes for age three and older, ending with a performance revue in May.*

---

## KEEPIN' IT LOCAL CONSIGNMENT SHOP

536 Main Street, Athol, MA 01331

KeepinitLocal.us

(978) 249-6800

*A family owned and operated gift shop offering consignment to local merchants to showcase their merchandise and display their information*

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## QR CODES: WHAT ARE THEY?

We all know what a UPC symbol looks like. They've been on almost every product that you purchase at a grocery or hardware store since the 1960s. The problem with them though, is that they're only one dimensional. The pattern only goes in a straight line and can only hold a small amount of information, about 20 characters.

In 1996 the Denso Wave Corporation in Japan developed the Quick Response (QR) code, which was two dimensional, could hold about 7,000 characters of info and was designed to be read quickly by a scanner. They released the code to the public, which helped it spread quickly after the advent of smart phones and their QR code readers.

Today, the most frequent use of the QR code, when not being used for car parts tracking or in the pharmaceutical industry, is for the Internet. With 7,000 characters of storage, you can link to pretty much anything you want to with these patterns, including websites, photos, files, movies, or coupons. You can also store plain text in them (like an advertisement or surprise message), as well as phone numbers that will dial or start a txt message for you, and even wifi login info and geo-location coordinates!

If you open the newspaper you'll see that real estate agents use them to link to specific pages on their website showing details about a house for sale, or car dealerships to a car for sale. Some artists use them in their art installations to link to more information or an accompanying sound file. The hardest part is generating the unique image that goes to the page or file you want...

## **KELLY FLAHERTY MIXED MEDIA ARTIST**

20 Frankton Rd, Shelburne Falls, MA 01370

KFlahertyArt.com

(413) 625-6453

*Kelly Flaherty — Mixed Media and Encaustic Work artist working in Western Massachusetts.*

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## **KHALSA CAMP — LEVERETT MA**

189 Long Plain Rd, Leverett, MA 01054

KhalsaCamp.net

(413) 548-8855

*Summer Camp for ages 5 - 13. 3 unique sessions, each with their own energy and focus. And a variety of activities throughout the summer.*

---

## **KIM HARWOOD STONEWORK**

15 Woodside Avenue, Amherst, MA 01002

KimHarwoodStonework.com

(413) 221-1246

*Kim Harwood Stonework provides custom patios, walkways, walls and steps in Northampton, Amherst, and Western Massachusetts.*

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## **LAKEVIEW REPAIR**

16 Lakeview Road, Shutesbury, MA 01072

LakeviewRepair.com

(413) 367-2671

*Repairs all small engine and outdoor power equipment and stocks Jonsered and RedMax equipment. Briggs & Stratton and more!*

## **QR CODES: HOW DO YOU USE THEM?**

Generating a QR code to link to a web page or a file is actually pretty easy. Some website software packages even include the ability to generate one natively. In our own RocketFusion platform, every page has its own unique QR code right in the toolbar. Just click it, and a pop-up window appears with the QR code graphic. Drag it onto your desktop and you can use it however you want.

If you don't have that capability in your web software, you can copy the link you want to your clipboard and go to any free QR code generating website, such as [www.QRStuff.com](http://www.QRStuff.com) or [www.GoQR.me](http://www.GoQR.me)



Primarily you want to link to your home page from a poster or business card, but if you are running an event and have a special page for it, you could include a QR code that links to the page. For instance, real estate agents can link to a particular property listing.

Are QR Codes effective? Yes and no. They haven't been fully adopted in the United States so far, mostly because most people don't know what they are. And, although they can hold a lot of info, some smart phones on the market today don't read them unless you download a reader app. But give it a try, anyway. It is another way to direct traffic to your website. And it's cool.

### LARRY JUBB'S IMPROVE A HOME

Demers Street, Greenfield, MA 01301

Improve-A-Home.com

(413) 772-6217

*For 3 generations, since 1947, The Jubb Family has been helping local families improve their homes with dependable products and services.*

.....

### LAVENDER LOVERS

2 Heath Rd, Colrain, MA 01340

LavenderLovers.com

(413) 624-3275

*Dedicated to Lavender Lovers and those who enjoy cooking and eating. A little imagination can transform an ordinary meal into a delight.*

.....

### LIANNA'S PET CARE CENTER

246 Wells Street, Greenfield, MA 01301

LiannasPetCare.com

(413) 475-2612

*Certified Doctors Assistant, Hospice Care Provider, and Canine Good Citizen Evaluator. Also an obedience trainer for the last 4 years.*

.....

### LITERACY VOLUNTEERS OF ORANGE/ATHOL

568 Main St, Athol, MA 01331

LVAO.org

(978)249-5381

*Free confidential tutoring for adults in basic literacy and ESOL in the North Quabbin Region*

# Henshaw Farms

EMERGENCY BULK WATER  
CONSTRUCTION – POOL – EVENTS



Well water from Chesterfield maintained to the highest drinking water standards.

**HenshawFarms.com**  
**(413) 531-7235**

We are one of only a handful of companies recognized by the Mass. D.E.P. to provide emergency bulk drinking (potable) water to public water supply systems, such as schools, nursing homes, restaurants, fairs, and other events.



**LYNNE RUDIÉ, GRAPHIC DESIGN**

31 Park Street, Turners Falls, MA 01376

LynneRudie.com

(413) 863-9406

*Print-based publication specialist with experience helping organic & sustainable businesses, farmers, artists & the occasional quirky start-up*

---

**MANIATTY REAL ESTATE GREENFIELD MA**

92 Federal Street, Greenfield, MA 01301

ManiattyRealty.com

(413) 774-3400

*Maniatty Real Estate in Greenfield, Turners Falls, Leyden, Montague, Shelburne Falls, Deerfield Massachusetts*

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**MARI-MED CONSULTS – MEDICAL MARIJUANA**

1985 Main Street, Springfield, MA 01103

MariMedConsults.com

(413) 455-1081

*Medical marijuana evaluations and certifications in Western Massachusetts. We are first and foremost about our patients.*

---

**MARTIN’S FARM COMPOST AND MULCH**

341 Plain Road, Greenfield, MA 01301

MartinsFarmCompost.com

(413) 774-5631

*A local family-owned business producing top quality compost for over twenty five years. Organic-approved compost, and other products.*

**GRAPHIC ASSETS:**

**Ensuring a Consistent Look for your Brand**

For businesses both small and large, “graphic asset management” is either ignored or not very well understood. It often happens that the owner buys business cards with a stock design online; or a relative makes a logo for a website while playing on their computer; or a print shop puts together some banners for a trade-show; or a sign company letters the vehicle doors. The company’s brand is handled by each task in a different way, and eventually one side of the company—the website—looks completely different than the other side—the service vans. There is no longer a unified brand.

The first place to start in your quest for consistent brand identity is to own your logo. One simple way to “own” your logo is to have the files in hand so that you can provide them to each vendor promoting you hire. If a vendor asks for your logo you should be sending them a high-resolution file, and it needs to be the right file.

The top contender for files that keep brands consistent is a “vector” file. If your logo file has EPS as an extension you may have the right file. A file with a JPG extension usually is not the correct format for high quality reproduction. Your first task is to look and see what you have on your computer. If you have no files, call the vendors you have worked with and try to obtain the files they have for your logos.

If you have questions, feel free to contact me. It is never too late to take control of your brand identity.

—Greg Aubin, *www.SignDesign.expert*

## MASSACHUSETTS PAIN INITIATIVE

P. O. Box 164, Berlin, MA 01503

MassPainInitiative.org

n/a

*A non-profit, volunteer organization dedicated to ending needless suffering and to improving the quality of life for people affected by pain*

---

## MASSACHUSETTS STATE SENATOR STEPHEN BREWER

State House: Room 212, Boston, MA 02133

SteveBrewer.org

(617) 722-1540

*Constituent Services website for Senator Stephen Brewer of Massachusetts*

---

## MCCARTHY FUNERAL HOMES

36 Bank Row, Greenfield, MA 01301

McCarthyFuneralHomes.com

(413) 774-4808

*Committed to the residents of Franklin County since 1895 and recognizing diverse preferences of religion, philosophy and beliefs.*

---

## MI VIDA LOCA RESTAURANT AND BAKERY

2 Heath Road, Colrain, MA

MiVidaLocaRestaurant.com

(413) 624-5122

*Mi Vida Loca Restaurant and Bakery, serving savory Mexican, South American, Cuban, and Puerto Rican Food*

## A WORD ABOUT STYLE: Making Sure Your Site Is Readable

When going to anyone's website your first impression is always based on the overall look. The colors should be pleasing and match your corporate branding scheme, including logos. But what matters most is whether the site is readable.

Long gone are the days when people were wowed by what a website looks like. Today, driven by the growing array of devices you can surf the web with, a simplified layout of the text and photos are most important. The content better be clear, clean, and readable.

Your site should quickly provide people with the information they need. Your contact information and hours of operation should be right on the home page in all display formats, ie; laptop, tablet and mobile, and the site navigation should be obvious and easy to use.

Keep in mind that up to half your visitors may be viewing your website on a mobile device. Make sure it loads well, and perhaps even in a minimalistic version. To that point, many web companies have begun to abandon any attempt at replicating the laptop or tablet layout when displaying a site on a mobile device to avoid the clutter. On the tiny screen, all you want to do is get the info you need.

Ensure the text on your site is easy to read. You should avoid black backgrounds with white text, ALL CAPS, or text that is just too large. Adding white space makes text easier to read, and frequent use of sub-titles before every second or third paragraph helps as well. Keeping it clean makes for a positive browsing experience.

**MICHAEL J. SERDUCK ATTORNEY AT LAW**

256 North Pleasant Street, Amherst, MA 01004

AttySerduck.com

(413) 253-5761

*Michael J. Serduck serves Western Massachusetts mainly Hampden, Franklin and Hampshire counties.*

**MILLERS FALLS ROD & GUN CLUB**

210 Turners Falls Road, Turners Falls, MA 01376

MillersFallsRodAndGun.com

(413) 863-3748

*Friendly relations and social welfare to our members, their friends, and guests; Promote interest in hunting, fishing and related activities.*

**MONTAGUE BUSINESS ASSOCIATION**

PO Box 485, Turners Falls, MA 01376

MontagueBusinessAssociation.com

n/a

*Our mission is to play a vital role in the town by building a viable business support system through both communication and action.*

**MONTAGUE COMMON HALL**

34 Main Street, Montague, MA 01301

MontagueCommonHall.org

(413) 367-9415

*Formerly the Montague Grange Hall, home to the Montague Historical Society, and provides a large, open, friendly space.*



**LYNNE RUDIÉ**  
GRAPHIC DESIGN



31 Park Street, Turners Falls, MA 01376  
413.863.9406 ★ lynnerudie@verizon.net

Proud member of the Montague Business Association

## **MONTAGUE COMMUNITY TELEVISION (MCTV)**

34 Second Street, Turners Falls, MA 01376

MontagueTV.org

(413) 863-9200

*MCTV, channel 17, is the public access station featuring selectboard and school committee meetings and tons of programming from local residents.*

---

## **MONTAGUE MA – NEWS & GOSSIP IN THE FIVE VILLAGES**

20 River Street, Greenfield, MA 01301

MontagueMA.net

(413) 320-5336

*THE place on the web for local gossip, news, event calendars and business listings for Montague, MA. Check out our other local sites.*

---

## **MONTAGUE PUBLIC LIBRARIES**

201 Avenue A, Turners Falls, MA 01376

MontaguePublicLibraries.org

(413) 863-3214

*Three branches: Millers Falls, Montague Center, and the main branch in Turners Falls, in the historical Carnegie Library building.*

---

## **MONTAGUE SOAPBOX DERBY**

First Street, Turners Falls, MA 01376

MontagueSoapboxRaces.com

(413) 320-5336

*Held in Unity Park Turners Falls, Franklin County's only soapbox derby is open to everyone from ages 8 to 80!*

## **DOWNLOAD SURVIVAL Getting Only the Right Thing**

There is lots of free software available on the Internet for PCs running Windows. Some of that free software is very popular, and people often just tell you to “Google it” to find it. But Google, as well as the other search providers, can be a little misleading when we search for downloadable goodies. Frequently, the first few results on a search are not really the ones we want.

For example, in a search for “Mozilla Firefox Download,” the first result lead to [www.MozillaFirefox.abc-apps.com](http://www.MozillaFirefox.abc-apps.com), which is NOT the official Mozilla site. The official site is at [www.Mozilla.org](http://www.Mozilla.org).

As an experiment, we downloaded the software from [abc-apps.com](http://abc-apps.com), installed it, and ended up with an out-of-date version Mozilla Firefox; a new toolbar in all of our web browsers that connected us to some advertising network; and a new application which supposedly provides discount coupons.

All we wanted was the current version of Firefox, and instead we wound up with an old version and a bunch of apps that will clog up our computer, and potentially open a security hole. If we had made sure we went to [www.Mozilla.org](http://www.Mozilla.org) instead, and not [abc-apps.com](http://abc-apps.com), we would have only installed the current version, and nothing else.

Look very carefully at where your download is coming from to save yourself wasted time from having to clean out unwanted apps.

—Brian Faldas, *About-FaceComputers.com*

## MONTAGUE WEBWORKS | WESTERN MA WEB DESIGN

20 River Street, Greenfield, MA 01301

MontagueWebWorks.com

(413) 320-5336

*Simple, low-cost sites for small/medium sized businesses focusing on, contractors, lawyers, real estate and restaurants. The web is easy again.*

---

## MORAWSKI EXCAVATING

103 Long Plain Road, Whately, MA 01093

MorawskiExcavating.com

(413) 665-4654

*Deep commitment & hands-on involvement. For nearly 20 years, we have earned a solid reputation and unmatched pride in our work.*

---

## MP3J DIGITAL DJ GREG STEWART

98 Turnpike Road, Turners Falls, MA 01376

MP3J.biz

(413) 313-7007

*With over 12 years of DJ and MC experience, we are ready for your party, wedding reception, reunion, company function, and more.*

---

## MURDER MYSTERY DINNER THEATER, WESTERN MA

99 Elm St, Greenfield, MA 01301

TheComicalMysteryTour.com

(413) 774-9844

*Representing a "New Dimension" in theater. We offer hilarious murder mystery shows that are as interactive as you want them to be.*

## WINDOWS 8 SURVIVAL:

### The Missing Start Menu

The biggest complaint about Windows 8 is the loss of the Start menu that has been in every version of Windows since Win95. Microsoft's official view is if the user wants a Start menu, the user should obtain one from a third party. Making matters more confusing, in Windows 8.1, Microsoft claimed that they had put the Start menu back; however, the stock Start button in Windows 8.1 only brings you back to the initial, tiled Start screen. This brief article explains how to install a (real) Start menu that will make your desktop more like Windows XP/Vista/7.

We surveyed several Start menu options from third parties before settling on one that has, so far, been reliable and without any tricks in the installation process. Classic Shell ([www.ClassicShell.net](http://www.ClassicShell.net)) is a simple program that replaces the Windows 8/8.1 "start" button with one that actually provides a menu. We tested the latest version as of this writing, version 4.0.1. Classic Shell employs a freeware license, which permits it to be used for free in both home and business settings without payment of any license fee.

In addition to the Start menu, Classic Shell includes enhancements for Windows Explorer (targeted toward Windows 7) and for Internet Explorer. We recommend you read the release notes (Readme file) to get an idea of what is included in these features, and how to enable them if you want them.

—Brian Faldas, *About-FaceComputers.com*

## NEON ART, SCULPTURES, SIGNS, & LIGHTING

2 Heath Rd, Colrain, MA 01340

NeonArtists.com

(413) 624-5122

*Neon artist Pacifico Palumbo's online catalog offers a wide range of sculptures, custom work, and traditional signs. Gallery of recent exhibits.*

## NOFIRES

P.O. Box 241, Easthampton, MA 01027

NoFIRESjfis.com

(413) 977-2673

*Our core mission is to protect our youth, their families, and our community from the dangerous and sometimes fatal act of setting fires.*

## NORTHEAST SOAPBOX ASSOCIATION

20 River Street, Greenfield, MA 01301

NorthEastSoapbox.org

(413) 320-5336

*A not for profit membership organization promoting free-form soapbox gravity soapbox races in the North Eastern United States.*

## OCEAN GRILL & STEAKHOUSE

30 Federal Street, Greenfield, MA 01301

OceanGrillSteakhouse.com

(413) 376-7774

*Ocean Grill and Steakhouse, Fine Family Seafood Dining in Greenfield, MA. Widest variety of fresh fish and shell fish in Western Mass.*



92 Federal Street, Greenfield, MA  
(413) 774-3700



George Maniatty



Doug Fontaine



Priscilla Telega

We have been involved in assisting buyers and sellers in Franklin County for 40 years. The individualized approach of our boutique-type company zeros in on the specific needs of each Buy and Seller and goes beyond just "making the sale." Customers are often pleasantly surprised by the Maniatty style. At Manniatty Real Estate, we focus on how well we serve, not how much we sell. Give us a call. We'd like to personalize your Real Estate Experience.

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

**OMASTA LANDSCAPING, INC.**

Hadley, MA 01085  
OmastaLandscaping.com  
(413) 584-2550

*Creating beautiful landscapes for homeowners and businesses since 1979. Personalized, customized & affordable — one yard at a time.*

.....  
**PACIFICO PALUMBO FINE ART**

2 Heath Rd, Colrain, MA 01340  
PacificoPalumboFineArt.com  
(413) 624-3275

*Born in Park Slope, Brooklyn, New York in 1941, I'm a self-taught painter. I began painting at age 3.*

.....  
**PATRICK DAVIS KNOWS**

91 High Street, Orange, MA 01364  
PatrickDavisKnows.com  
(413) 58808428

*Measuring success not by how a customer feels about the work we've done for them but from results they see from the work we've done together.*

.....  
**PATRIOT AUTO REPAIR**

181 East Main Street, Orange, MA 01364  
PatriotAutomotive.net  
(978) 544-6653

*Your Full-Service Automotive Repair Facility and Fisher Plow Factory Authorized Installer/Repair Center in the Quabbin .*

**DOMAIN NAME MANAGEMENT:  
What Happens When You Don't Renew**

**B**uying a domain name is easy. Keeping it is a little harder, especially if you host your website with someone other than the registrar from whom you purchased the domain name, such as GoDaddy or Network Solutions.

The problem arises when the name renewal date passes without a payment. Maybe the credit card you originally used has expired. Maybe the person who registered the domain name is no longer with your company, or their email address is no longer accessible. Maybe you thought your hosting company will take care of it and you ignored the emails your registrar was sending.

What happens next? The domain enters a grace period. You can still renew the domain name, but it no longer points to your website. Next it goes into a Registrar Hold period. You can still renew, but there will be a redemption fee of about \$100. After that the registrar will try to sell it at auction to the highest bidder. If someone doesn't buy it, the registrar releases it back to the world as an un-registered domain. At this point, someone else, perhaps in China or Russia, could snap up the domain and use it for spam or who knows what. You will have to buy another domain name and go through the headaches of pointing and indexing again. Chalk it up to experience.

Remember, your domain name identifies your presence on the web; if you lose it people who are trying to find you may not be able to, and could end up on a potentially hazardous site.

### **PATTERSON FARM WHOLESALE PUMPKINS**

159 Montague Rd, Sunderland, MA 01375

PattersonFarmLLC.com

(413) 665-5100

*Patterson Farm, New England's Premiere source for wholesale pumpkins, Indian corn, and peppers, has been farming since 1983.*

---

### **PAUL FRANZ PHOTOGRAPHER**

30 Prospect Street, Greenfield, MA 01301

FranzPhoto.com

(413) 775-9007

*Paul Franz is an award winning photographer shooting for The Recorder, AP and numerous commercial clients as well as weddings.*

---

### **PAUL REDEKER TENTS & EVENTS**

56 Hillcrest Drive, Bernardston, MA 01337

RedekerRentals.com

(413) 648-9093

*Providing tents, tables, chairs, linens, dancefloors, cooking equipment to Western Mass., southern Vermont and southern New Hampshire.*

---

### **PETER BURAKIEWICZ GENERAL CONTRACTOR**

94 Bennet Brook Road, Northfield, MA 01360

PeterBGC.com

(413) 498-0031

*A General Contractor since 1990 building new homes and remodeled / home improved properties in many Western MA towns.*

## **DOMAIN NAME MANAGEMENT:**

### **Tips to Not Losing your Domain**

If you manage your domain name on your own, you absolutely must keep track of your annual expiration date. Make sure the email address your registrar (ie; GoDaddy) has for you is valid, and the credit card they have on file has not expired. You should also make sure you know your username and password for the registrar's website so you can log in. Do this at least once a year, preferably a couple months before the domain's expiration date.

To easily find out when your domain name expires and confirm the contact info associated with it, go to the website [www.Network-Tools.com](http://www.Network-Tools.com), choose "whois," enter your domain in the text box and click "Go." They will provide you with the name of your registrar, your expiration date, and the associated contact info. If it is expiring soon, or the info is incorrect, you need to go to your registrar as soon as possible to rectify whatever is wrong.

If you are not confident about managing your own domain name, you might want to contact your hosts and ask them about domain management. For example, Montague WebWorks charges \$10 a year for domain renewal. If you ever want to move to another hosting company, we will happily relinquish your domain at no charge. It's yours. You're just letting us manage it for you, as we are also managing your website.

Avoid a potential nightmare, and have increased peace of mind.



**PIONEER HEATING & COOLING, INC.**

52 Maple Street, Florence, MA 01062

PioneerHVAC.com

(413) 586-7925

*We specialize in the installation, repair and maintenance of furnaces, air conditioners, heat pumps, fan coils, air filters, ai.*

**PIONEER VALLEY CUSTOM CONSTRUCTION**

76 Hope St, Greenfield, MA 01301

PioneerValleyCC.com

(413) 522-0546

*Family-owned and operated, full service remodeling and building, we specialize in restorations and renovations, big and small, we do them all.*

**PIZAZZ DANCE STUDIO**

6 Pierce Street, Greenfield, MA 01301

PizazzDance.com

(413) 774-6440

*Open since 1995, classes in Tap, Jazz, Ballet, Hip Hop, Musical Theatre, Boys Dance, and Company Dance Training & Competitions.*

**PORCUPINE SIGN & DESIGN**

50 Market Street, Northampton, MA 01060

PorcupineSign.com

(413) 584-4501

*Porcupine Sign & Design sign shop in Northampton Massachusetts specializing in interior and exterior signs and vehicle graphics*

Pioneer Valley Custom Construction is a family-owned and operated full service remodeling and building firm We specialize in restorations and renovations, big and small, we do them all.

We are fully licensed and insured, possessing both an unrestricted Massachusetts Construction Supervisors License (CSL) and a Massachusetts Home Improvement Contractor registration number (HIC).

**PVCC**

**Pioneer Valley  
Custom Construction**

**(413) 522-0546**

**PioneerValleyCC.com**

Quality craftsmanship at a fair price.

Serving all of Western Massachusetts and the Connecticut River Valley in Massachusetts and Vermont.



## QUABBIN HARVEST: YOUR COMMUNITY COOP MARKET

12 North Main Street, Orange, MA 01364

QuabbinHarvest.coop

(978) 544-6784

*Providing healthy affordable food, while building community,  
supporting local agriculture and respecting the natural environment.*

---

## QUABBIN, INC. CUSTOM COMPONENT MANUFACTURING

158 Gov. Dukakis Drive, Orange, MA 01364

QuabbinInc.com

(877) QUABBIN

*We produce precision parts for a wide variety of industrial and  
manufacturing customers. Valves, pumps, microwaves, instrumentation.*

---

## REIL CLEANING SERVICES

44 Randall Wood Drive, Montague, MA 01351

ReilClean.com

(413) 863-5350

*Exceptional cleaning services of all kinds from a local business you can  
trust. Cleaning Franklin and Hampshire Counties for over 40 years.*

---

## RENAISSANCE PAINTING

240 Greenfield Road, Montague, MA 01351

RenaissancePaintingCompany.com

(413) 367-9896

*40 years in Western Mass. House painting, stain, power wash, lead  
paint removal, faux applications, etc.*

## MARKETING IS A CONCEPT:

### Your On-going Task

**M**arketing is a concept. As such, it's never final. Marketing is an ongoing task of message development, communications, connections and ideas.

Marketing is also, unfortunately, one of the most misunderstood and ignored parts of a small business. Making time to market your business, service or idea can seem daunting, even expensive. Take it from me – someone who has made his living helping people get noticed: marketing isn't that scary, or expensive. It just requires a bit of common sense and dedication. Here are three tried and true methodologies for a simple yet effective marketing campaign:

### First: Have Something Valid to Say

Much of what we hear about marketing / advertising today focused on the "hook" or the "sell." As a small local business, distinguish yourself by telling the authentic story of yourself and what you do. Customers prefer to connect with local businesses and talk to real people. Connectivity equals money in the bank.

### Second: Take the Time for Social Media

I know... you hate it. Or you just don't understand it. But it's the way businesses across the street and across the globe are building their brand. Don't just do it. Do it right. Get help from a professional, learn the technology, and invest an hour a week to connect to your customers.

## REPRESENTATIVE STEVEN KULIK

1 Sugarloaf St, South Deerfield, MA 01373-1119

SteveKulik.org

(413) 665-7200

*Athol, Chesterfield, Williamsburg, Worthington, Conway, Deerfield, Leverett, New Salem, Sunderland, Wendell, Whately, Montague, Worcester City & Hampshire City.*

---

## REVENEX HEALTHCARE MANAGEMENT SOLUTIONS

30 Olive Street, Greenfield, MA 01301

Revenex.net

(413) 772-8500

*Medical billing, revenue cycle and healthcare practice management company serving clients nationwide.*

---

## RIVER CLEANUP

Green River Road, Greenfield, MA 01301

RiverCleanup.us

(413) 522-2102

*River Cleanup is a website for posting the locations of trash stuck in our local rivers. Print up maps, go and clean it up!*

---

## RIVER VALLEY CRACK REPAIR & WATERPROOFING

63 West Leyden Road, Leyden, MA 01337

RiverValleyCrackRepair.com

(413) 834-3402

*Basement waterproofing and foundation crack repair in Massachusetts, Vermont, New Hampshire, Connecticut. Make your basement dry again.*

## MARKETING IS A CONCEPT: Your Website is a Reflection on Your Business

### Third: Have a Good Website

In days past customers would go to the Yellow Pages, the local newspapers, and the area chamber. Today, it's all about the web.

If you don't have a website you are missing out on a large pool of potential customers. If you do have a site and it's outdated, unattractive, or doesn't work, you come off as unprofessional.

The Internet is responsible for 70% of small business leads. How potential customers search, and what they find when they get there is mission critical. Heed my advice: don't skimp out on your web presence. It should look good and convey your story.

Make sure any marketing you've done is backed up with content on your website. Logos, advertising slogans, even color schemes should match up and support each other. Specials that you advertise must be present in an obvious place and remain up to date.

There are multiple ways to attack even the most straightforward challenge in life. The same goes for marketing. I have helped hundreds of small and mid-sized businesses understand there are multiple paths in the wood to follow along the marketing trail. Remember to pay attention, have something real to say, and share your story in an authentic way. Good luck!

—Patrick Davis, PatrickDavisKnows.com

## ROCKETFUSION, THE WICKED-EASY SYSTEM!

20 River Street, Greenfield, MA 01301

RocketFusion.com

(413) 320-5336

*Time is too short to mess around. You need the right tool for the job.*

*RocketFusion is the right tool for your website.*

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## ROGER MENARD INSURANCE AGENCY

241 King Street, Northampton, MA 01060

RogerMenardInsurance.com

(413) 584-1115

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## ROGER TINCKNELL – MUSIC FOR ALL AGES

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Precision parts, Versatile capabilities, Always on time



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## RON BAER FINE ART PORCELAIN

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*Vibrant and elegant fine art porcelain pottery vessels with richly glazed surfaces. One-of-a-kind vases and bowls, prized by collectors.*

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## RUGGERI REAL ESTATE

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*Located at 82 Federal Street, Greenfield, MA, Joe Ruggeri and Mary Ellen Grealis are right in the heart of downtown Greenfield, MA.*

.....

## RYAN AND CASEY LIQUORS

55 Main Street, Greenfield, MA 01301

RyanAndCaseyLiquors.com

(413) 772-6585

*Ryan and Casey Liquors has been serving the residents of Franklin County, Western Massachusetts, and beyond for close to 100 years.*

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## RYAN MESSIER LOGGING AND FIREWOOD

10 Pine Street, Columbia, CT 06237

RMLoggingFirewood.com

(860) 917-8030

*Logging, forestry, firewood, and landscaping — the best quality, local, and low-impact harvested firewood available.*

## HOT KEYS:

### Editing Shortcuts – Minimize Carpal Tunnel

If you spend a lot of time in front of a computer, you probably use a mouse along with your keyboard. But did you know that you can minimize your hand movements and the strain on your hand by using the mouse less? If your hands are over the keyboard already, why take them away just to do something you could do with the keyboard, quicker?

Here are some handy keyboard shortcuts that will speed up your typing and editing duties, and relieve your hands from extra stress. These are Windows/PC tips. On a Mac, try using the Command key.

**Ctrl-A** — Select All

**Ctrl-C** — Copy selection to the clipboard

**Ctrl-X** — Cut selection to the clipboard

**Ctrl-V** — Paste from the clipboard

**Ctrl-B** — Bold selection

**Ctrl-I** — Italicize selection

**Ctrl-U** — Underline selection

**Ctrl-P** — Print page / document

**Ctrl-S** — Save document

**Ctrl-Q** — Quit program

**Ctrl-R** — Reload current webpage (align right in Word)

**Ctrl-W** — Close current tab / window / document

**Ctrl-Y** — Redo (undo undo!)

**Ctrl-Z** — Undo

*Note that Ctrl-A, Ctrl-X, Ctrl-C and Ctrl-V are all near each other.*

## SAFE-FRAC WELL CLEANING

42 Bisbee Rd. / PO Box 265, West Chesterfield, MA

SafeFracWellCleaning.com

(413) 531-7235

*20 plus years experience solving your tough well water problems. Most notably we are known for our ability to work with hard-to-reach wells.*

## SALLY PRASCH GLASS

34 Court Square, Montague, MA 01351

PraschGlass.com

(413) 367-9367

*Sally Prasch has taught flameworking workshops at Urban Glass in New York City, Nijima Glass School in Japan & Penland School of Crafts.*

## SARAH BLISS

86 East Taylor Hill Road, Montague, MA 01351

SarahBlissArt.com

(413) 367-2264

*Experimental filmmaker and photographer, focusing on the relationships between body, place, language and memory.*

## SERRENTINO ENVIRONMENTAL SERVICES

72 Hastings Street, Greenfield, MA 01301

SerrentinoEnvironmentalServices.com

(413) 772-0520

*Over 30 years of experience conducting ecological studies of wildlife, fish and plant communities in New England.*

## HOT KEYS:

### Cursor Shortcuts – Minimize Carpal Tunnel

Beyond the Ctrl-letter keys there are other Ctrl-key combinations and regular solo keys that help avoid using the mouse.

**Tab** – Move from the current form field to the next, ie; login

**Enter** – Submit the current form you are in, ie; login! Also, create a new paragraph in a document

**Shift-Ent** – Create a new line within current paragraph

**Shift-Tab** – Move from the current form field to the previous field

**Ctrl-Tab** – Move from the current window tab to the next window tab

**Alt-Tab** – Move from current window to the next / prev window

**Arrow up/dn/r/left** – Move cursor in the direction of the arrow

**Ctrl-Arrow right** – Move cursor to next word

**Ctrl-Arrow left** – Move cursor to beginning of previous word

**Ctrl-Arrow up** – Move cursor to beginning of (prev) paragraph

**Ctrl-Arrow down** – Move cursor to beginning of next paragraph

**Home/End** – Move cursor to beginning/end of current line

**Ctrl-Home/End** – Move cursor to beginning/end of document

**PageUp/PgDown** – Move cursor up/down a page

**Ctrl-PgUp/PgDn** – Move cursor to beginning of prev/next page

**Ctrl-Del** – Delete the word to the right of the cursor

**Ctrl-Backspace** – Delete the word to the left of the cursor

**Shift-Arrows** – Select all text to the right/left/above/below!!

**Shift-Home/End** – Select all text to beginning/end of current line

**Ctrl-Shft-Hm/End** – Select all text to beginning/end of document

**SHEA THEATER CIVIC CENTER, TURNERS FALLS MA**

71 Avenue A, Turners Falls, MA 01376

TheShea.org

(413) 863-2281

*Performing arts civic center working with regional artists and touring companies for music, theater, movement, and dance.*

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**SIGN DESIGN EXPERT**

31 Fort Square, Greenfield, MA 01301

SignDesign.expert

(413) 824-6221

*Graphic project management and sign design services to sign shops and sign customers. Over 25 year experience in the sign industry .*

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**SIRUM EQUIPMENT**

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**SMITH-KELLEHER FUNERAL HOME**

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SmithKelleherFuneralHome.com

(413) 773-8853

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Commercial & Industrial  
Bonded & Insured**

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*Reil Cleaning Services brings you exceptional cleaning services of all kinds from a local business you can trust. For over forty years we have been cleaning Franklin and Hampshire Counties in western Massachusetts.*

**ReilClean.com**

## SNOW'S NICE CREAM

80 School Street, Greenfield, MA 01301

SnowsNiceCream.com

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*Premium ice cream manufactured in Greenfield, MA. Prepacked in 56 oz. scrounds for retail and 3 gallon bulk tubs for restaurants and shops.*

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## SOUTH DEERFIELD VETERINARY CLINIC

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SDVconline.com

(413) 665-3626

*Quality veterinary care for both small and large animals in a clean, caring, friendly, and home like environment.*

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## SPENCER PETERMAN BOWLS AND CUTTING BOARDS

61 French King Hwy, Gill, MA 01354

SpencerPeterman.com

(413) 863-2116

*Hand turned wooden bowls, serving trays and cheese boards. Almost all the wood we get is from locally fallen trees in Western Massachusetts.*

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## STEVE LINES, TUTOR

40 Elm Avenue, Rumford, MA 01038

SteveLinesTutor.com

(914) 318-1909

*SAT Prep, ACT Prep, SAT tutoring, ACT tutoring in Northampton, Amherst, Springfield, Greenfield, Hadley, Holyoke, and Longmeadow.*

## INTERNET ACRONYMS:

### Terms You Should Know

The Internet is full of acronyms, abbreviations and cryptic letters. Here is a short list of handy terms you should know. Well, maybe.

**URL** — Universal Resource

Locator: the address of a file or page

**HTML** — Hyper Text Markup

Language: the code of web pages

**HTTP** — Hyper Text Transport

Protocol: how to deliver web pages

**FTP** — File Transport Protocol:

how to deliver files to servers

**SMTP** — Simple Mail Transport

Protocol: how to deliver email

**POP** — Post Office Protocol: how to receive email

**IMAP** — Internet Message Access

Protocol: also how to get email

**DNS** — Domain name Server: the server that knows your IP num

**TCP/IP** — Transmission Control Protocol/Internet Protocol: the road

**WAN** — Wide Area Network, connecting LANs: Local Area Nets

**BPS** — Bits or Bytes Per Second: the speed of the Internet

**SMS** — Short Message Service: how text messages get sent

**MPEG** — Motion Picture Experts Group: standards for video / audio

**JPG** — Joint Photographic Experts

Group: standards for photos

**GIF** — Graphics Interchange

Format: CompuServe image format

**PNG** — Portable Network Graphics: lossless compressed images

**PDF** — Portable Document Format: Adobe's free doc format

**DPI** — Dots Per Inch: the resolution of print

**HDMI** — High Definition Multimedia Interface: new TV cables

**USB** — Universal Serial Bus: semi-new printer and drive cables

**TWAIN** — Toolkit Without An Informative Name: wait, seriously?

**SNAFU** — Situation Normal, All eF'ed Up: a state of FUBAR



## SUGARLOAF POOLS

239 Greenfield Road, South Deerfield, MA 01373

SugarloafPools.com

(413) 665-POOL

*Quality In-Ground Pools and Installation, Pool & Spa Chemicals, Pool Supplies and Parts sales.*

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## TAFI GAMES – ANCIENT TABLE AND BOARD GAMES

20 River Street, Greenfield, MA 01301

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*Hand-made ancient table and board games to the future, such as Kings Table, Nine-man Morris, Alquerque, Valhalla, and more.*

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## TASTE OF THE SEACOAST DEALS & PRINTABLE COUPONS

155 Fleet Street, Portsmouth, NH 03801

deals.TasteOfTheSeacoast.com

(603) 234-0394

*Taste of the Seacoast Magazine coupon deals. Save 50% OFF at Your Favorite Seacoast Restaurants!*

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## TE TABLE AND CHAIR RENTALS

11 Paradise Parkway, Turners Falls, MA 01376

TETableChairRentals.com

(413) 863-0293

*TE Tables and Chairs makes sure your event runs as smoothly as possible. Owner Tammy takes care of it all.*

## SPECIAL INTERNET CHARACTERS: What Not to Use in Uploaded Filenames

There are certain characters that cannot be used in filenames on the web because they have special meaning to the server. For example, a file named `Dec/2015#3&4?.pdf` will never work. Here's why:

**#** This is used by web browsers for anchor tags on a page and anything after it will not be sent to the server. So, in the example above, the server would only see "Dec/2015" and the browser would look for an anchor tag called "3&4?.pdf" somewhere on the page.

**/or\** These are used as folder separators, like `c:\docs\files` so in the example above, the server would look for a file called "2015" in the "Dec" folder. The # would crop.

**?** This is used by the browser to indicate that dynamic variables are being sent to the server on the URL, ie; `calendar.cfm?date=2014-12-19`  
Everything after the ? will be variable=value pairs.

**&** This is the separator for multiple variables being sent on the URL to the server, ie;  
`calendar.cfm?date=2014-12-19&time=7:30`

**--** Two hyphens appearing on the URL will alert the server that a hack may be underway, as two hyphens are used to set comments in a database query, and is often the method hackers use to try to break in to a server.

**TEMPLE ISRAEL, ATHOL**

107 Walnut Street, Athol, MA 01331

TempleIsraelAthol.org

(978) 249-9481

*An egalitarian congregation that serves the entire North Quabbin Region. Jewish by birth, Jewish by choice, and people who are exploring.*

**THE BRICK HOUSE COMMUNITY RESOURCE CENTER**

24 Third Street, Turners Falls, MA 01376

BrickHouseCommunity.org

(413) 863-9576

*The Brick House is the intersection of resources and resourceful people supporting the social and cultural health of our community.*

**THE FIRE PLACE – PELLET STOVES, WHATELY, MA**

106 State Road, Rt. 5 & 10, Whately, MA 01093

TheFirePlaceMA.com

(413) 397-3463

*A complete full blown showroom featuring in-stock pellet, wood and coal stoves. Competitively priced, and unmatched quality.*

**THE FIVE COLLEGE SOCIAL WEBSITE FOR STAFF/FACULTY**

20 River Street, Greenfield, MA 01301

FiveCol-Soc.net

(413) 320-5336

*Aa place for the staff and faculty of the five colleges to post buy / sell / trade / event / business and chat.*

**RIVER VALLEY**  
**CRACK REPAIR &**  
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**Caulking**  
**Crack Repair**  
**Sump Pumps**  
**Waterproofing**  
**Radon Installation**

**413-834-3402**  
**RiverValleyCrackRepair.com**

### THE FRANKLIN COUNTY (MA) NEWS ARCHIVE WEBSITE

38 First Ave, Lake Pleasant, MA 01347

PublicationArchive.com

(413) 475-0963

*Love old newspaper articles? Here are over 32,000 full text articles from the Greenfield Gazette & Courier, dating from 1870 to 1875*

.....

### THE FRANKLIN COUNTY CALENDAR

20 River Street, Greenfield, MA 01301

FranklinCountyCalendar.net

(413) 320-5336

*A new website for Franklin County, MA, to centralize all events. Free to post. Free to use. iPhone app coming in 2015.*

.....

### THE LADY KILLIGREW

442 Greenfield Road, Montague, MA 01351

TheLadyKilligrew.com

(413) 367-9666

*Warm yummy food. Cold craft beer. Excellent wine. Beautiful views of the Saw Mill River. Cozy Atmosphere. At the Montague Bookmill.*

.....

### THE WHOLE TREE

PO Box 225, Montague, MA 01351

WholeTreeCare.com

(413) 367-7172

*We assess and highlight trees of value and suggest a management plan. We prune, plant, and remove using low impact equipment and methods.*

## MONTAGUE WEBWORKS' LOCAL COMMUNITY WEBSITES

In October of 1999, way before Facebook was even an inkling of an idea, Mik Muller launched his first community website, MontagueMA.net, to connect with his new neighbors after moving up from New York. Since then the website has logged about five million page views, with over 36,000 corkboard messages and almost 9,000 calendar event entries, all posted by people living in and around Montague.

Based on the success of that website, while working at UMass Mik created another community website, this time for the staff and faculty of the five colleges in our area. He called it FiveCol-Soc.net, and it has logged 4.5 million page views since it was launched in March of 2003. The nearly 2,000 users on this website have posted over 30,400 corkboard messages, mostly buy, sell, and swap messages.

After Montague WebWorks was created in October of 2007, Mik set up several more community websites to connect people to goods, services, and provide a forum for conversations on local topics. All are open and free to the public.

If you live in a local town and would like to set up one of these online community exchanges, contact Mik.

## Therapeutic Equestrian Center

537 Northampton St, Holyoke, MA 01401

EquestrianTherapy.org

(413) 532-1462

*Equestrian Therapy for Autism, PTSD and Other Disorders, dedicated to providing physical, learning and recreational opportunities.*

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## TNT Productions DJ & Karaoke Specialists

High Street, Greenfield, MA 01301

TnTProDJ.net

(413) 522-6035

*Providing quality DJ and Karaoke services. Over 100,000 karaoke song titles. Your special occasion is guaranteed to be a memorable one.*

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## To Fur With Love Animal Communication

P.O. Box 809, Conway, MA 01341

ToFurWithLoveAnimalCommunication.com

(413) 325-5777

*Studying telepathic communication with animals and pets — working with horses for over 13 years. Certified Equine Massage Therapist.*

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## Tom Carroll Music

56 Court Square, Montague, MA 01351

TomCarrollMusic.com

(413) 367-9608

*Tom has published CDs and plays regular nights in upscale restaurants and clubs. Also performs with Laurie Davidson as Music and Movement.*

## Montague WebWorks

### List of Local Community Websites

- ◆ MontagueMA.net
- ◆ FiveCol-soc.net
- ◆ GreenfieldMA.net
- ◆ LeverettMA.net
- ◆ NorthfieldBernardstonMA.net
- ◆ ShelburneFallsMA.net
- ◆ Shutesbury.net
- ◆ Hilltownconnect.com
- ◆ HampMusic.com

The community platform software that powers these websites also hosts the Fire Chief Association of Massachusetts and the Franklin County Sportsmen's Club, both of whom use it as a member-only (login-required) website.

The platform is perfect for non-profits who want private group message boards, calendars, photos and file areas. Each group can be private, so not only is a username and password required to log in, but some areas can be hidden based on who you are and what rights you were given by the admin of the website.

Montague WebWorks plans to begin a new cycle of development on the community software platform in 2015 to make it easier to use, more intuitive, quicker, and more mobile-friendly. Check them out. Post your business card for free!

### TOWN OF ORANGE FIRE DEPT

18 Water Street, Orange, MA 01364

OrangeFire.org

(978) 544-3145

*A Combination Department of ten full time employees (Fire Chief, (3) Shift Captains and (6) Firefighters) and on call officers and firefighters.*

.....

### TRAVEL KUZ

52 Main Road, Gill, MA 01354

TravelKuz.com

(888) 863-8048

*TRAVEL KUZ is the premier and leading school bus and coach service in Franklin County, Massachusetts.*

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### TRAVELING RHUBARB CIRCUS

2 North Street, Montague, MA 01351

TravelingRhubarb.com

(413) 367-9923

*LOOK! -- Designed, written and performed and entirely by kids between the ages of 6 and 15, LOOK! takes you on an amazing journey!*

.....

### TURN'S LAWN CARE AND SNOW REMOVAL

Main Street, Montague, MA 01351

TurnsLawnCare.com

(413) 367-0230

*Gary Turn Lawn Care and Snow Removal Montague Greenfield  
Leverett Northfield Western Massachusetts*



## RYAN & CASEY LIQUORS

55 Main Street Greenfield

(413) 772-0585

RyanAndCaseyLiquors.com

Open seven days a week!



Downtown Charlemont

(413) 339-5709

ColdRiverPackage.com

Open seven days a week, too!

## TURNERS FALLS FIRE DEPARTMENT

180 Turnpike Road, Turners Falls, MA 01376

TurnersFallsFire.org

(413) 863-9023

*Through professionalism, dedication, training and integrity, working to preserve, protect lives and property, and enhance the quality of life.*

.....

## TURNERS FALLS WATER DEPARTMENT

226 Millers Falls Road, Turners Falls, MA 01376

TurnersFallsWater.com

(413) 863-4542

*The Turners Falls Water Department's two artesian wells pump 1.2 to 2 million gallons of water per day to the filter plant.*

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## UNDERGROUND SUPPLY, INC. – PRECAST CONCRETE

574 Haydenville Road, Leeds, MA 01053

UndergroundSupplyInc.com

(413) 584-5255

*Your leading source for precast concrete steps, concrete basement entrances, concrete septic tanks, septic accessories, piping and supplies.*

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## UNITY SKATE PARK

24 Third Street, Turners Falls, MA 01376

UnitySkatePark.com

(413) 863-9576

*Our central goal is to build a safe, fun, and permanent concrete skatepark in Turners Falls.*

## FRANKLIN COUNTY CALENDAR . NET

As a person who has run community events in the area, a big challenge for me was to ensure the date I chose for my event didn't clash with other big events, and to find a way promote the event to the local community. In the end I wound up having to post notices to multiple websites, which soon resulted in what some refer to as "calendar fatigue." It was time consuming and tedious.

Also, as a person who likes to know what's going on in my community, I wanted to see all my options in one place.

To solve this problem, several years ago Montague WebWorks created the [www.FranklinCountyCalendar.net](http://www.FranklinCountyCalendar.net).

The website pulls in and displays calendar events posted to every community website we host, such as [MontagueMA.net](http://MontagueMA.net) and [GreenfieldMA.net](http://GreenfieldMA.net).

We plan to expand the FC Calendar's reach in 2015 by including any events posted to a RocketFusion website if the owner wishes to share, and will work with local organizations that host or list events on their websites. We also plan to create a smart phone app to list all the events by category and location. Getting listed will always be free, as will be the app.

If you are an event promoter or host, get in touch with us to be included on the calendar and/or set up automatic posting functions. You can also post your events to one of the community websites, and your entry will appear in both places.

## VETERANS WITH VISION

Depot Road, Wendell, MA 01379

VetsWithVision.org

(978) 886-9066

*A coalition whose mission is to help improve the lives of, and opportunities available to, our fellow veterans and their families.*

.....

## WATERWRIGHT CO.

323 Federal Street, Montague, MA 01351

WaterWright.net

(413) 367-2379

*Well water services, pumps, filtration, analysis and water conditioning. We are also available for emergency service calls.*

.....

## WELCOME YULE

PO Box 148, Whately, MA 01093

WelcomeYule.org

(413) 665-3206

*Music, Dance, Songs and Stories to drive the dark away. At the Shea Theater in Turners Falls on the second weekend of December. Only \$10!*

.....

## WESTERN MA SELF DEFENSE TRAINING

6 Norman Circle, Turners Falls, MA 01376

WesternMASelfDefense.com

(413) 522-5782

*Professional training in firearms instruction, including but is not limited to handgun, shotguns, chemical sprays and other defensive options.*

## THE FUTURE OF THE INTERNET

For all the advances that we've seen come to the Internet, including phone calls, streaming video, smart phones, etc., all that is really just the first stage in what the Internet is going to become. The truly revolutionary technology is just around the corner. Some will think it is creepy. Some will think it is amazing. But no matter what, it will be here and it will affect everyone, in every way, every day.

You may have heard of the "Internet of Things." This is the concept of smart devices being connected to the Internet and to other devices and servers. A good example is your home thermostat. Today you can already buy one that connects to a website that will show you your usage history and lets you control it remotely. But soon you'll be able to instruct it to raise the temperature in your home when it detects that you are on your way back from work. The more smart devices you have in your home, the more such intra-device control will exist. Download the fridge app and never run out of milk again!

Wearable smart devices are already coming onto the market with watches and even clothing that can display information and read your body's vital signs. Having a heart attack? 911 will know. Another future factor on the Internet will be the further proliferation of cameras as well as smart glasses or even contacts. Control a drone camera and see the world, streamed live. Control your car remotely.

Twenty years ago, would you believe where we are now? Not likely. Is it hard to imagine where we'll be in another twenty years, especially when you consider how development speeds up exponentially. We certainly live in exciting times!

## WESTHAMPTON FIRE DEPARTMENT

48 Stage Road, Westhampton, MA 01027  
WesthamptonFire.org  
(413) 529-7181

*Thirty volunteer members who provide a vast array of services to the community. Annually, we respond to approx. 160 calls for service.*

## WOODLAND ASSOCIATES

67 Hulst Road, Amherst, MA 01002  
WoodlandAssociatesMA.com  
(904) 607-2659

*Leaders in program design and evaluation for health care, education, social services and the environment.*

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*Specializes in building Arts and Crafts style pieces. Arts And Crafts Furniture | Mission Style Furniture | Stickley Furniture*

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XPmasonry.com  
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*Chimney lining & repair, custom fireplaces, chimney cleaning, cultured stone, brick & block, walkways, retaining walls, concrete work, veneers.*



Time is too short to mess around.  
You need the right tool for the job.  
RocketFusion is the right tool for your website.

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**Simple to use**  
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Free support  
Nice people  
Cool name  
Call today  
Thank you

**Creating a RocketFusion Website is quick and painless**

- o Call Mik at (413) 320-5336
- o We visit and sit down with you
- o Domain name is purchased
- o Website layout is chosen
- o Site is created, and set up with your contact info
- o Images are uploaded
- o Pages are created, and text is copied in or written right then and there
- o You are trained how to edit the website on your own
- o You go on with your day, knowing you have a powerful business website you can maintain yourself

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





# One Page Quickie

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in 2015!

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GreenEmporium.com • GreenfieldCandidates.com • GreenfieldCountryClub.com • GreenfieldElks.org  
GreenfieldSelfStorageCenter.com • GreenfieldTouchFootball.org • GreenHomeAlabama.biz • GreysAutoBodyShop.com  
GreysWasteWaterRemoval.com • GrrrGear.com • HaireLab.com • HaleCustomSigns.com • HangingMountainFarm.com  
HatfieldBeef.com • HatfieldGrillnChill.com • HCFDA.org • HennaElements.com • HenshawFarms.com  
HenshawWellDrilling.com • HoisingtonLC.com • HospiceFC.org • HotSapp.com • HRERT.org • Improve-A-Home.com  
InkSeals.com • JaySeries.com • JessicaPayneConsulting.com • KDSdance.biz • KeepinrLocal.us • KFlahertyArt.com  
KhalsaCamp.net • KidsAndConflict.com • KimHarwoodStonework.com • LakeviewRepair.com • LavenderLovers.com  
LiannasPetCare.com • LVAO.org • LynneRudie.com • ManiattyRealty.com • MariMedConsults.com  
MartinsFarmCompost.com • MassPainInitiative.org • McCarthyFuneralHomes.com • MillersFallsRodAndGun.com  
MiVidaLocaRestaurant.com • MontagueBusinessAssociation.com • MontagueCommonHall.org • MontagueMA.net  
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SnowsNiceCream.com • SpencerPeterman.com • SteveBrewer.org • SteveKulik.org • SteveLinesTutor.com  
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ToFurWithLoveAnimalCommunication.com • TomCarrollMusic.com • TravelingRhubarb.com  
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UnitySkatePark.com • VetsWithVision.org • WaterWright.net • WelcomeYule.org • WesternMAMusic.com  
WesternMASelfDefense.com • WesthamptonFire.org • WholeTreeCare.com • WoodlandAssociatesMA.com  
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