

# THE FARMS FLYER



rendering by John P. Margolis

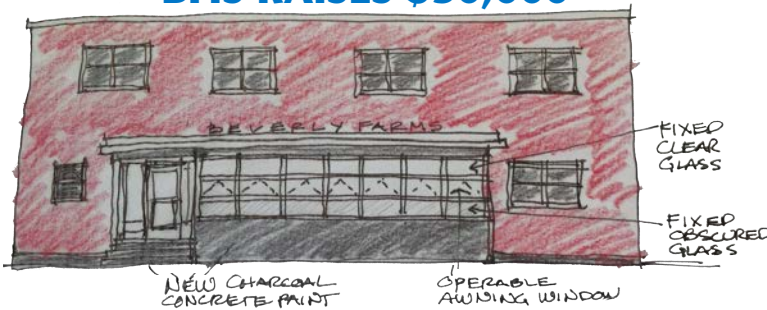
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Written and edited by, Cathy Butler, Andrea Bray and Wendy Drinkwater

## LET'S TAKE CARE OF THE PEOPLE THAT TAKE CARE OF US BFIS RAISES \$30,000



Let's hope you will never need the services of our outstanding neighborhood fire department. Most emergencies serviced by our fire fighters are not fire related, but are medical emergencies. If you suddenly stop breathing, our local firefighters will most likely arrive before an ambulance... same if you experience a heart attack, stroke or fall and break a bone. They are the operators of the jaws of life in serious car accidents and are trained in water rescue with knowledge and experience stabilizing minor to the most critical injuries where they can even assist in an escort to Dix Park for MedFlights into the best Boston hospitals. The Beverly Farms fire station is our assurance that highly trained first responders will arrive quickly and effectively for all vital emergency medical situations and fire emergencies. The national average emergency response time is 7 minutes. Surely, having a well-equipped and highly trained staff right in our own neighborhood, response times are even more swift for residents of Beverly Farms & Prides Crossing.

We are very fortunate to have a local fire station. Engine 3, which operates out of 2 West Street in Beverly Farms, is not just a point of pride for the Farms/Prides community, but the station itself increases our property values, provides jobs, and keeps our families and our property safe.

### HOW IS THE ENGINE 3 STATION DOING?

Thankfully, our station is operating well! However, time has put stress on the physical structure that houses our brave first responders. The Beverly Farms Improvement Society (BFIS), in keeping with its charter of preserving and enhancing the attributes of this historic village, is partnering with the City of Beverly on a renovation project. The city has recently invested \$8,000 on repairs for new station doors. They are providing for all mandatory building necessity "must haves" and labor for all BFIS enhanced "nice to haves" by beautifying the interior and exterior, ensuring that our heroes may continue to be comfortable while keeping us safe.

Continued on Page 2



## BFIS DONATES NEW "REPUBLICAN" & "DEMOCRAT" BENCHES AT PRIDES TRAIN STATION

As long as anyone can remember, there have been a republican and democrat bench at The Prides Crossing Train Station. BFIS hired carpenter, Peter Secondiani to make replicas of the originals, which were tired and time to retire. The iconic original benches will be auctioned off to the highest bidder, with all proceeds going to BFIS and the Fire Station Fundraiser.

Stay tuned for details or contact  
Wendy Drinkwater at 978-985-9425

## BEVERLY FARMS BOSTON BAGEL & YOBERRY IS COMING

Business partners and entrepreneurs Brookes P. Townsend of Beverly Farms and Thomas E. Smith of Swampscott, began their working relationship in the summer of 2010. For the next three years the two traveled to various parts of the country, as well as the world, and experienced different cultural offerings each destination had to offer. Before long, they started to explore different opportunities that they believed would benefit the communities that they love and cherish.

The two then spent the summer and fall of 2013 working on a concept that they believed would create a unique and wonderful experience for the people in and around Beverly Farms.



yoberry  
FROZEN YOGURT. SMOOTHIES



Continued on Page 3

Continued from Page 1

Local Designer and Space Planner, Marie McInnes, has generously donated her time by thoughtfully researching, measuring and documenting the fire house space in order to establish the most efficient, cost effective, long lasting, re-purposing, pleasing design for the space. In conjunction with the City of Beverly, BFIS is going out to bid presently for new windows to replace the old single pane windows. Marie has provided interior design services to maximize the existing space and has sourced and priced out interior furnishings to replace all of the used hand-me-downs presently in use. Some of the existing appliances will also be used and set into new kitchen cabinetry.

### **A SPECIAL THANKS TO THE FIORE, TOWNSEND AND ENDICOTT DONORS:**

The Beverly Farms Improvement Society is proud to announce and is extremely grateful for recent leadership donations. First a \$5,000 donation, from the Townsend Family and Townsend Energy Corporation. Jim Townsend let BFIS know that the "Beverly Farms/Prides Crossing communities have been very good to our family. It's where we have made many friends, raised our families and we are delighted, in a small way, to give back to our neighbors and friends. We are proud of and fortunate to have our local firehouse."

We would also like to thank Sugar Fiore Moca, her husband Don Moca, and all of Sugar's siblings for their generous support of the Fire Station Fundraiser. The Fiores made a donation in honor of their father, Arcangelo "Archia", and their brother, Ralph, who served at the Farms Fire Station for 35 years and 20 years respectively. Sugar and her family have many memories of the heroic acts performed by our local firefighters. They understand the value of our Engine #3 team and believe that it is important to support them.

A plaque honoring Sugar's father and brother will be placed proudly on the fire station outdoor bench.

President of Endicott College, Dick Wiley, wrote to BFIS indicating, "Endicott is very appreciative of the BFIS for all that they do. We are indeed thankful for the firemen and firewomen who help keep us safe. In honor of their efforts and commitment, Endicott College would like to contribute \$5,000 to the cause." On behalf of BFIS and the Beverly Farms/Prides Crossing communities, we thank The Townsend and Fiore families and Endicott College for their generosity.

To date we have already received donations from many residents and bricks, benches and plaque inscriptions have been reserved. We plan to customize and install these items upon completion of our campaign. We would like to thank those who have generously contributed so far. You've helped raise roughly \$30,000 in the first phase of the campaign, including a \$5,000 BFIS contribution.

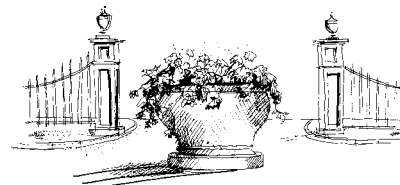
### **HOW CAN YOU HELP?**

Please make a tax deductible contribution to the Beverly Farms Improvement Society in the name of the Farms/Prides fire station. 100% of your contribution will go to the fire-station update project so we can help the people that take care of us.

Your support is an investment in the future of Beverly Farms and Prides Crossing, but also in your own peace of mind. According to the National Fire Protection Association, in 2013 a fire department responded to a fire every 25 seconds in the U.S. The Insurance Information Institute data shows that fire is, by far, the most costly insurance claim. A well-operating local fire station makes all of the difference! We are fortunate to have one.

For donations please send a check in the attached envelope or go to:

<https://www.youcaring.com/BFISfirestationfundraiser>



### **NEW BOARD MEMBERS**

Please join us in welcoming our 3 new board members:

A graduate from Boston University with degrees in painting and psychology, **Anthony Barbuto** moved to the Farms with his wife Susan in 2013. He loves this area. He is a Development Officer at the Peabody Essex Museum, and a non-practicing lawyer.

The co-owner and Director of Operations of his family business, Markos Events, **Daniel Markos** has extensive experience in event planning. With a passion for architecture and historic preservation, Daniel has a keen eye for design. He is a member of Essex County Trails Association and a parishioner at St. John's Episcopal Church.

A life-long resident of Beverly and a new resident (2012) of Beverly Farms, **Cathy Butler** is an Assistant Professor at Endicott College. Cathy teaches in the Business School and assists students in career planning and internship. She and her 2 sons, Austin and Ian, make frequent use of Dix Park, West Beach, and all of the shops & restaurants on West Street.



The Beverly Farms Improvement Society Welcomes Lux Realty to 30 West Street.

(formerly Debora Lunt Hair Studio)



Brookes Townsend & Tom Smith

After months of traveling around New England and New York, the two came to the conclusion that a New York style bagel and gourmet coffee along with high quality-frozen yogurt would be a great fit in Beverly Farms. After consulting and taste testing with over 45 different bagel, coffee and ice cream establishments, they decided the two companies that undeniably stood out due to quality of product, customer service and overall enjoyable customer experience were Boston's Boston Bagel Company and Yoberry.

Boston Bagel Company was founded by New England natives Brian Gajewski and Adam Sandler on the principle of providing consumers with high quality food and exceptional customer service. Pairing an authentic New York style bagel with several types of homemade cream cheeses and over 25 types of hot and iced coffee, the company allows for its customers to customize their orders. The same concept applies to Yoberry, as there are several types of toppings to accompany the different flavors of froyo.

The newly constructed Beverly Farms train station is something to be very excited about. Thomas and Brookes have designed the space to create a rustic, homey, New England feel with a splash of modern touch. To keep the historic nature of the exterior, the building will be freshly painted the same color but have 5 colonial style windows added to it. Once inside, stone fireplace will greet you along with 95-year-old reclaimed Pennsylvania pinewood on several of the walls. Natural wood flooring and local artwork can also be seen in the building. Two new bathrooms, along with a sound system, are being installed to create an environment that is enjoyable for all. Before the doors open, paving on the left, center and right of the building will be completed.

The flow and design of the building is made to accommodate several different types of customers. One

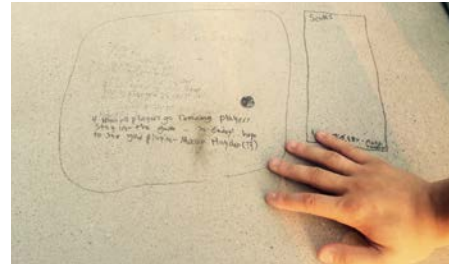
Continued on Page 4



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BFIS wishes to thank West Beach Corporation, The Fourth of July Committee and the Hastings House for another great Fourth of July celebration. It's a lot of work by many volunteers and it never disappoints! Thank you!



Graffiti on the new ping pong table at Dix.....



Please be vigilant in reporting to the police anyone engaged with painting graffiti. Thank you.



The Townsend Family is proud to announce their new division: Townsend Insurance Group. They provide Business Insurance and Personal Insurance products including: auto, property, general liability, umbrella policies and more.

With "The Townsend Way", they partner with you. They conduct a personal insurance audit of your current business policies in order to make recommendations that ensure you have the right coverages in place.

Led by CJ Townsend, a fourth-generation Townsend family member, the Townsend Insurance Group offers a personal, one-on-one approach to insurance, and it's this individualized attention that sets them apart from the competition. Licensed in MA, NH, ME, VT, RI, and CT the Townsend Insurance Group helps identify the right products to meet your needs.

Call Townsend Insurance Group and experience the "The Townsend Way" tomorrow. Let the same trusted name in energy guide you to the right insurance to protect your business. Call CJ Townsend directly at 978-766-6607.

# PLEASE DONATE TO BFIS

*Continued from Page 3*

type of customer could be someone who wants to quickly order breakfast or lunch. The entrance and exit are set to allow for a quick and easy in and out flow. The second type of customer could be someone who wants to order, eat and relax for a short period of time. There will be 12-15 barstools along the wall that faces Oak Street to allow for customers to enjoy their meals but exit quickly if needed. The third type of customer is someone who wants to order and stay for a while. The New England style living-room lounge is designed so that folks can hold meetings, student gatherings, community gatherings and family socials.

The business model that Brookes and Thomas have created is **"Do Well By Doing Good."** Both partners believe that it is extremely important to give back, do something that is greater than themselves and create social change. Thomas has been involved in 2 separate paralyzing hockey accidents, his first in August 2008 and his second in October 2009. Since his second accident, he has co-founded and become President of The Thomas E. Smith Foundation, a paralysis foundation which Brookes serves as a proud advisor. A portion of the annual proceeds from the Beverly Farms Boston Bagel Company and Yoberry location will be donated to The Thomas E. Smith Foundation to better the lives of those living with paralysis. Brookes and Thomas are extremely excited to have the opportunity to work in Beverly Farms and very much look forward to building long-term relationships with members of the community. Doors are scheduled to be open before summer's end.



**Special thanks to** The Coluntino Family and Peter Coluntino owner and operator of St. Peter's Maintenance, for helping BFIS beautify and maintain the horse though, West Street planters, Prides Train Station and Dix Park--they've never looked better!

## WITH BFIS



Designed & installed trash receptical and seasonal plantings

## WITHOUT BFIS



BFIS purchased outdoor ping pong table for Dix Park



BFIS designed and had custom made iron arches and a pathway installed to connect the library to the town center



BFIS installed new tennis & multi purpose courts along with 2000 plantings



Installation of 12 flowering trees lining West Street & the stone Beverly Farms signage



Removal of 8 tree stumps along West Street



BFIS had over 20 trees & 8 new granite benches installed at Dix Park and new fencing around the park

## AND MORE!