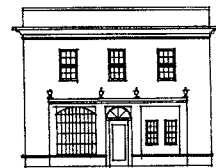


THE FARMS FLYER



VOLUME XI

SUMMER 2010

PUBLISHED BY THE BEVERLY FARMS IMPROVEMENT SOCIETY

the Farms Flyer was written and edited by Wendy Drinkwater, Cara Hutchins and Alisa Zalosh

History Repeats Itself...

Dix Park is a Community Effort



Newly installed pathway, planting and trees along Dix Way

As we look forward to an improved Dix Park, we thought it would be interesting to reflect on its past. Thanks to some sleuthing by resident Beverly Farms historian Nancy Coffey, we realize we are merely following in the footsteps of prior generations of Farms-Prides residents.

At the beginning of the 20th century, the city of Beverly had just two public parks (Ocean Park and Independence Park) and no playgrounds. At this time Dix Park was primarily farmland

owned by local residents, and part of the Park itself may have been a sand pit.

At the same time a movement was underfoot to build public playgrounds. It started in Germany but the United States quickly followed suit and Boston's first playground was built in the North End. In 1905, \$4,500 was allocated to purchase land for a playground in Beverly Farms. The land was to be taken by eminent domain from its owners (some of whom protested) and wealthy summer residents promised funds to support the park.

In 1906 Beverly Mayor Dow wrote: *"The acquisition of land at Beverly Farms for a playground was extremely fortunate in view of the rapidity with which land is becoming occupied and improved in that beautiful section of our city. The securing*



of the site was of the first importance; its improvement should be accomplished gradually and at a small cost in any one year."

The Park quickly became a success as a 1907 update reads:

"This place has been well patronized by the boys of that section of the city, during the summer they have found room for their [baseball]

games, while by flooding the lower section in winter, a skating pond is provided, the desired result, i.e., keeping them off the streets."

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"Fix Dix" Update

If you've walked by Dix Park recently, you've seen that "Operation Fix Dix" is well underway! In early May, work began on the installation of a new, landscaped path along Dix Way. Over 1,000 perennials and 11 red maple trees have been planted along Dix Way; the plantings chosen are low (or no) maintenance and can withstand both flooding and drought conditions. Thanks to Dix Way abutter Steve Connolly (who generously provided "Operation Fix Dix" with extra land), additional plantings are on the way to cover the landscape and prevent weeds.

Granite edging has been installed along the new path that connects the Dix Way entrance path to the stone dust path that leads around the perimeter of the park. We are thankful for the well-wishes we have received from those who are already enjoying the Dix Park path, including many dog walkers who appreciate a dry path on those wet, early-morning walks. The path around the park is handicap accessible, and will grow sturdier with time as pedestrian traffic and rainfall compact the surface.

The new tennis court and multi-purpose court were recently installed, thanks to our very generous anonymous donor. (Tennis players must wait until mid-July, however, as there is a two week curing period before the courts may be painted.) We will also be landscaping the front of the tennis court (facing the baseball field) with roughly 100 flood-resistant plantings. And, the Dix Park playground is scheduled to receive new sand, a weed clean-up and the installation of a small climbing structure to replace one that is currently broken.

In coming days, watch for the installation of the new sidewalk from Hale Street that will connect to the Dix Way entrance path. The sidewalk will contain a band of 12"x12" engraved stones, purchased by donors throughout the community. Also scheduled for installation before the



Dylan Macy on the new basketball court at Dix

4th are a number of engraved granite benches lining the Dix Way path, and new basketball hoops.

Thank you so very much, to all of the donors in the Beverly Farms and Prides Crossing communities, for making these Dix Way and Dix Park renovations a reality. We encourage one and all to explore and enjoy all our park has to offer this summer!

Spotlight on: Valerie McCaffrey Artist, Mother, Mentor.



Valerie McCaffrey (L) and assistant JoAnne Fossa (R)

Here in Beverly Farms and Prides Crossing artists abound. This month, we'd like to feature a local artist, Valerie McCaffrey, who is well-known not only for the memorable art she creates, but also for the strong community of painters she brings together each week for classes in her Chubb's Brook studio.

Valerie moved to Beverly Farms in 1964. The next two decades found her busy tending to her six young children (including two sets of twins) on Webster Avenue. Although she loved to paint, her involvement with art at this time was limited. As anyone with young children can attest - it's not exactly an environment conducive to contemplation!

It wasn't until 1992 that Valerie began to paint and teach professionally. Inspired by folk artists, she incorporated scenes of her family life into her paintings. In 1995, Valerie began to conduct workshops in her garage, while furthering her own studies at a variety of local studio schools including Montserrat College and the Museum of Fine Arts. Since then, Valerie's work has been exhibited in curated exhibits on the North Shore, in New England and New York City.



"Fourth of July"

Calling all volunteers!

We are in need of some help July 9th & 10th assembling the new baseball bleachers at Dix Park. Please contact John Harden at jgharden@yahoo.com if you can help.

Today, Valerie remains a vibrant artist and teacher. A quick tour of the McCaffrey home proves that Valerie is a prolific artist, and one that is influenced by the everyday workings and beauty of our community. She frequently paints commissions for Farms/Prides residents, incorporating local landmarks (such as the annual fireworks) and people into personal scenes.

"My paintings have evolved to be, on the face of it, straightforward depictions of familiar landscapes and events, but incorporated in them for the careful viewer are layers of meaning encapsulated in the use of paint and images." –Valerie McCaffrey

Valerie offers four workshops each year, two in the fall and two in the spring. While she paints with acrylics and oil paints, Valerie's workshops include a variety and media and artistic styles. Each class has up to 15 students who hail from all over the North Shore. Valerie's goal is to help each student learn and master the techniques best suited to their chosen medium. Art history is an important component of the workshops as well, with a wide spectrum of artists covered each session.

After listening to Valerie describe her workshops, it's quite obvious that her students have evolved into close friends, both with Valerie and with each other. Together they have traveled around New England and to Giverny, France to study and paint.

The Gallery is open by chance or by appointment. For more information on Valerie's work and her workshops, please visit her website: www.valeriemccaffrey.com. An exhibit is scheduled for this October at the Beverly Farms Library to showcase her students' self-portraits.



"Every Memorial Day"

The Dog Days of Summer: Local Pet Care Services that Cater to Your Four-Legged Friend

Most walkers in town will recognize both Karen Kelley and Will Horton, local “dog whisperers,” who walk the streets training canine companions. Both Karen and Will own pet services businesses that serve our community and neighboring North Shore towns.

Karen G. Kelley, proprietor of Heavenly Heeling Professional Petcare Services, launched her business in the Fall of 2004. Inspired by her beloved German Shepherd, Jordan, Karen set up her business to offer petcare services to dogs and their owners. A former business professional, Karen has augmented her work experience with both entrepreneurial training and Animal Science courses. Karen is fully bonded and insured. She is a member of Pet Sitters International, and currently offers dog walking, training and pet sitting to clients in Beverly, Beverly Farms, Prides Crossing and Manchester-by-the-Sea. If you have an interest in learning more about the petcare services that Heavenly Heeling offers, please contact Karen at (978) 927-2726.



Karen Kelley with Maddie

Will Horton, a former High Street resident, is a companion dog trainer, who specializes in obedience training, behavior shaping and rehabilitation. Will has over 20 years of experience in training dogs and their best friends. He trains and advises many Beverly Farms residents, and has clients throughout the the North Shore. In addition



Will Horton and Sam

to dog training, Will offers boarding services at his current residence, a farm in Boxford (in other words, canine heaven!). To contact Will directly, please call (978) 561-1314.

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In addition to baseball and a seasonal skating rink, local residents were quick to desire more features for the Park. In 1908, they formed their own Operation Fix Dix that included plans for “...an up to date playground, wherein will be found exercise and amusement for all.”

By 1912, thanks to the interest and deep pockets of the summer people, a playground costing about \$20,000 was turned over to the city. That summer, three city parks (including Dix Park) opened for ten weeks of supervised, summer activities for the children. As years passed, the Beverly Farms Playground program combined mornings at the Park and afternoons at West Beach that included swimming lessons.

It appears Dix Park maybe be one of the oldest playgrounds in Beverly. Thanks to the forward thinking ideas of its residents as well as their generous contributions, a vital meeting place was established for everyone’s enjoyment. It seems appropriate we all continue the legacy.



Tennis Courts Before



Tennis Courts Now

**If it's summertime,
there are only three places to be...
West Beach, Hastings House and the
new & improved Dix Park!!**

Hasting House Activities

**Farms-Prides Family and Friends
4th of July Cookout**

Come one, come all and join
us in celebrating the 4th of July!!!

Saturday, July 3rd

5-8 p.m.

Hastings House

\$5.00 a person, \$20.00 maximum
for immediate family, kids under 5 FREE

- Kids Entertainment: Balloon Animals (new entertainer)
 - Cash Bar: Beer and Wine
- Food: Hamburgers, hotdogs and drinks for the kids

Sponsored by the Farms-Prides 4th of July Committee

Many thanks for your help, cooperation, and generous financial support! Without it, we wouldn't be able to maintain this long-standing Independence Day celebration.

IMPORTANT NOTES:

- Wristbands will be required to enter West Beach all day on the 4th.
- If you are not a West Beach member, you may not enter the beach until after 5 p.m.
- Strict security measures will be in place for crowd control and to obtain the proper permits.
- Absolutely no Alcoholic Beverages will be allowed on West Beach during the day of the fireworks.
- All coolers and containers must be removed from the Beach by 5 p.m. on the 4th of July. No fireworks, firecrackers, or sparklers will be allowed on the beach.
- Uniformed officers of the law will be enforcing the rules.
- Violators will be ejected and subject to prosecution.
- Security will be particularly tight at the entrance gate, the private properties along the beach up to and including Prides Beach.

Thank you for your continued support!! Have a safe and sane Holiday!!!

FARMS-PRIDES 4th OF JULY SCHEDULE OF EVENTS

June 26	Saturday	8:00 PM	Fourth of July Dance, Hastings House Sponsored by Farms-Prides Community Association. The fun starts at 8pm
July 1	Thursday	6:30 – 8:30	Youngsters Scavenger Hunt; Hastings House, Ages 8-13
July 3	Saturday	All Day	Build your Float!
		5:00 – 8:00 pm	Family and Friends Cookout with entertainment, Hastings House, All Ages
		7:00 – 9:00 pm	Judging of the House Decorating Contest
July 4	Sunday	8:00 a.m.	Horribles Parade; Forms on Oak St at 7:30 a.m.
		10:30 a.m.	"Old Timers" Softball Game; Dix Park
		2:00 p.m.	Races and Games; West Beach
		5:00 p.m.	Music Entertainment; West Beach
		8:45 p.m.	Shoreline Illumination; West Beach
		9:00 p.m.	Aerial Fireworks Display; West Beach
July 5	Monday	8:00 am	Clean-up at West Beach
			Rain date for Parade and Fireworks

**Please help us preserve the appearance
of our planters/trash receptacles!
Please do not tape notices to them as
it causes damage to them.**

Thank you!

A Tribute to a Community Leader & Tireless Volunteer

Only 5'3", Wendy Drinkwater has been the powerhouse behind the Dix Park renovation. She has worked tirelessly with city officials, donors, architects and abutters to realize an improved Dix Park. Without her vision, tenacity and organization this project never would have been completed so quickly and completely. Please take a bow Wendy!"

With Gratitude and Appreciation!

We wish to thank Manchester Electric for their great work and for discounting electrical services to the Beverly Farms Improvement Society.

MANCHESTER ELECTRIC, LLC
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Daniel R. Houde - Master Electrical License #A13265

We also wish to thank **Tim McInnis** for supplying essential water for our plantings, unloading granite curbing and lending his equipment whenever we needed help along Dix Way.

Words scarcely seem an appropriate way to thank **Mike Collins**, Director and Commissioner of Public Services and Engineering, and his crew for all of the great work, advice and help they have put in to renovating Dix Park. We also wish to thank project coordinator, **Dick MacNeill** for his hard work and for solving the Dix Way puzzle. Also helping from the City of Beverly has been **Tina Cassidy**, Director of Planning, who quickly offered her excellent advice and knowledge. **Roy Gelineau**, City Solicitor, helped guide us through the legal waters. And **David Hayes** was always there to jump in when we needed him. His meticulous work and patience were appreciated!



WHERE TEAMWORK BUILDS RESULTS

We also wish to thank **Charlie Mann** and **Jeff Vincola** of Windover Construction for their help with the Beverly Farms Improvement Society apartment renovation. Thanks to their assistance, we were able to make many necessary upgrades. Thanks also go to **Jeff Ganen** for his architectural advice and to **Charlie Thomas** for his help with the renovation.

And, we owe another big round of applause to our generous anonymous donor, without whom we are able to enjoy not only a new tennis court but also the track around the park.

Operation Fix Dix wouldn't have been successful without the generous support of these individuals and organizations as well as **READERS LIKE YOU**. On behalf of our community, we thank each one of you.

BFIS is deeply grateful to **Steve Connolly** for allowing us to use a portion of his land for planting out the Dix Way Path. Without his generosity, the project would have failed. Thank you also to **Jay Connolly** who, along with **Steve**, took the time to meet and speak with us on many occasions over the course of the year during our project planning.

We would also like to thank the **Beverly Farms Library** for taking over the maintenance of the Library Pergola Walkway, which was installed by BFIS.

We would also like to express our deepest gratitude to the Landmark School for donating new, handicap-accessible bleachers for the Dix Park baseball field. They will be a welcome addition to the Park! We are truly grateful to all donors for their generosity and continued support of the Farms-Prides community!

Calling all Vendors and Shoppers!

Beverly Farms 2nd Annual Sidewalk Bazaar
July 8,9 & 10th, 2010

To benefit the Hastings House Community Center the merchants of Beverly Farms have organized a fun week-end of shopping, dining and viewing.

Some highlighted events of the weekend include:

- Book sale at the Library
- Alfa Romeo Car show at Beverly Farms Motors
- Captain Dusty's ice cream cart
- Food from all the restaurants (Saturday only)
- Merchant Sidewalk Sales
- Vendors along West Street
- Community Yard Sale (*Saturday at The Hastings House*)

Beverly Farms Sidewalk Bazaar Application

Vendors will be set up in the heart of Beverly Farms along West and Hale Streets (Rte. 127). Local artists and crafters are invited to display their goods on one, two or all three days. The cost for space to fit up to an 8 foot table is \$25 per day for 2 or more days, and \$45 for Saturday only.

Please direct questions to: MaryBeth McBride at
mbmcbride@comcast.net or 978-927-9895

Farms Sidewalk Bazaar Thursday-Saturday, July 8-10th Application

Name: _____

Address: _____

Phone: _____

Email: _____

Description of Art/Objects:

Please submit applications and payment by check, payable to F.P.C.A by July 6th, 2010. All completed applications should be mailed to:

Sweetwater & Co
724 Hale Street, Beverly Farms, MA 01915

With Gratitude and Appreciation!

Joanie V. Ingraham
Andrew & Cheryl Rand
Joyce & Bill Creesy
Thomas & Sarah Conway
Marc & Diana Meiches
Natalie & Bradley Crate
Heather & Peter Reid
Ledyard & Mimi McFadden
Mark & Marcia Jaffee
Mrs. Joan G. Buchanan
Peter & Jane Coelman
Stephen & Janet Pletcher
Diane & Milton Lapkin
J. Britton & Cara Hutchins
Craig & Dvelyn LeBoeuf
William & Andrea Donnelly
Ashby & Ian Hatch
Patricia L. Gross Freeman
Michael & Fiona Kerr
Basil & Angela Coughlan
R.B. Vogel
Ralph & Mabel Vogel Family
John Gould
Felicia & Michael Waldron
S. Vaughan
Douglas & Susan Kline
Donald & Jane Brusca
Timothy & Tara Lyne
Matthew & Alisa Zalosh
Peter MacEwen & Elizabeth Rhinelanders
Dr. & Mrs. Ronald C. Pruett
Walter A. Doyle, Jr.
Andy & Kathy Cooper
Michael & Barbara Diguisseppe
Monica & Tom Healey
Tom & Meg Erickson
Wendy Drinkwater & Michael Stankus
Galante & Pluckhahn Family
Candace Reynolds & David Lane
Chad & Angel Crandell
Peter F. Carr II
Liz & Rich Loomis
Anita Brewer/Siljeholm
Nicola & Whitney Savignano
James H. Wykoff
Scott & Dori Lynn Grenert
Eugene & Joan Hill
Robert & Elizabeth Duffy
Tom & Lyn Shields
Dagmar & Ephraim Friedman
Linda Parkins
The Barry Family
The Joseph and Antonine Gal Chartible Fund
Robert & Marie McInnes
Dan & Lisa Carnevale
Donald & Jane Jewell
Mary Harrington
Melissa M. Dane
Edward Kirwin
Michael Cronin
James C. Glesener
Thomas & Kathleen Klett
Mr. & Mrs. Paul C. Stark
Virginia J. Soucy
The Hawkes & Waugh Families
Eugenia Seamans

Cynthia Croatti
Lisa & Mads Lillelund
Sarah & Peter Sherwood
Malcolm & Amy Henderson
Mark LeBlanc
Gail Guittarr
Linda & Richard Haltmaier
Barbara McGee
Alma Macy
Christopher & Nicole Twomey
Sonia D. Gibbons
Robert Campbell
Patricia Gerber
Molly & Patrick Ryan
Mrs. F. Macy Jones
Diana de Rochemont
Gareth W. Huggins
Irena & Kent Sinclair
Frederick & Giglia Harlamert
Richard & Joann Southgate
Oliver & Ellen Wadsworth
Francis & Mariann Cleary
Gregory & Jacqueline Bokor
Leslie Brown Leathersich
Derek & Rebecca Smith
Joseph W. & Christiane K. Alsop
Peter Sears
Christopher & Catherine Welles
Nadia & Ben Buttrick
Joan & Peter Johnson (in memory of Lt. Henry H. Connolly MD)
Rayna & Kevin Hannaway
Ann Day & Richard Kelley
Natalie E. Glovsky
John and Alison Harden
James & Elaine Woolaver
Tony & Ellen Jack
Kim Thompson
Kevin J. Toomey
J. McLaughlin
Carole Bruce, Inc.
Sydney Shriver
Edward R. Brown
Robert & Elaine Peterson
Mr. & Mrs. William C. Loring
Lemonade Brigade
Mr. Dinart Serpa
Glen Urquhart School
Captain Dusty's Ice Cream
Robert A. Blake, DDS
Todd's Automotive Repair Service
The Book Shop of Beverly Farms
Sweetwater & Co.
Glee
Lisa Bergeron/BLISS
West Beach Corp.
Karen G. Kelley/Heavenly Healing

In Kind

John Margolis
Jerry Difazio, Daily Printing
Tim McInnes
Windover Construction
Manchester Electric
Connolly Brothers
Townsend Oil
City of Beverly

Are you ready for temptation? Food in the Farms.

There is an abundance of fresh, local and delicious food in the Farms for summertime meals! **Vidalia's**, which opened last month in the former Fruitful Basket, is filled with mouth-watering baked goods in addition to local produce and tasty sandwiches – including lobster rolls every Friday. 9 West Street, 978-998-4814.

Don't forget to stop by **Bliss** for one of their Panini of the Day or to sample their homemade ice cream. And while you're there sign up for one of their popular cooking classes. "Light Summer Cooking" is the theme for their next cooking class, which will be held July 21 for 6:30-8:30 pm. Lisa will also bring back the popular "Mens Only" Cooking Class July 22, 6:30 to 8:30 pm. Find them on Facebook at BlissTakeout.

36 West Street, 978-922-6612.

In the mood for sushi? Venture no farther than the **Hale St. Tavern**, which offers sushi specials every night (along with its regular sushi menu). The sushi-averse may prefer their Tuesday night burger specials, and, as always, "Kids Eat Free" on Sunday nights.

717 Hale Street, 978-922-9232.

Monday through Thursday **Cygnnet** continues to offer its recession-friendly special: a three course meal (salad, entrée choice and dessert) for \$20. They also offer \$2 oysters and daily oyster specials.

24 West Street, 978-922-9221.

Pride's Pizza (voted #1 pizza in Beverly this year out of 23 entrants) is expanding their menu to include homemade pastas (including lobster raviolis) as well as fried seafood and lobster rolls. The late-night crowd will be pleased to know that Thursday through Saturday Pride's Pizza will be open until 2am.

644 Hale Street, 978-921-1109.

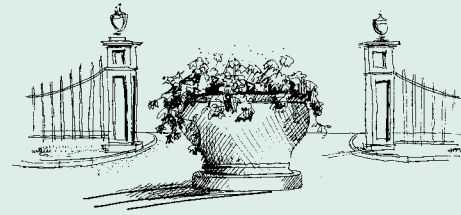
Stop by **Dom's** and dine alfresco in the side yard all summer! Their summer menu includes award winning thin crispy pizza, BBQ, as well as "Shore Dinners" featuring lobsters and local steamers. Imagine enjoying fresh seafood on the beach or in your own back yard with none of the work and very little mess! As always, Dom's serves naturally-raised meats and seafood and the freshest local produce when available. Everything is "Made Fresh Daily" and Dom's offers a variety of gluten-free items as well.

One West Street, 978-927-1002.

For Rent:

Highly visible and desirable West Street space for rent, perfect for retail or office. Location offers roughly 800 square feet (same size as Wild Oats interior).

Long-lasting co-tenants have shared the location for 13 years! If interested, please call 978-526-7272.



Library Events

Tuesday, June 29, 11:00 AM

Yo-Yo ABCs

A fanciful program of tricks and demonstrations by a yo-yo champ

Thursdays, July 15 & August 15, 6:30 PM

Summer Concerts with Dara

Musical fun, finger puppets.

Thursdays, July 1 to August 12, 6:30 PM

Twilight Tales

Children's stories on the library lawn bring a blanket, snacks. PJs are optional.

Wednesday, August 4, 11:00 AM

Jungle Encounters

We'll meet an assortment of live animals and learn about their habitats and why it's important to protect them. Ages 6 and older.

Tuesday, August 10, 7:00 PM

Earth Rocks: Adventures in Geology

Geologist Kate Murdock presents a workshop on rocks that make up our world from prehistoric to modern times. For ages 8-13.

Thursday, August 19, 2:00 PM

Treasure Island

The Hampstead Stage Company performs Stevenson's classic pirate story. For ages 6 and older.

**PLEASE REGISTER IN ADVANCE
TO ATTEND THE PROGRAMS BELOW:**

Thursday, July 1, 2:00 PM

Butterfly Garden Crafts & activities

we'll plant a garden that butterflies will love.
For ages 6 and older.

Begins Monday, July 12, 11:00 AM

Tree Huggers

Learn about life in and around trees.
For ages 3-5 years. Program runs for 3 weeks.

Begins Monday, August 2, 11:00 AM

Make A Splash

We'll explore animal life under water.
For ages 3-5 years. Program runs for 3 weeks.

Begins Wednesday, July 14, 11:00 AM

Animal Safari

Learn about endangered jungle animals through stories, activities, crafts. For Ages 6 and older.
Program runs for 3 weeks.

It's Not Too Late!

Please Join the Beverly Farms Improvement Society today so we may continue improving the community in which we live.

Please make checks payable to:

Friends of the Beverly Farms Improvement Society
P. O. Box 5051 • Beverly Farms, MA 01915
Attn: Kathleen Klett



Annual Membership Dues: Please Check One:

Member: \$35 per year Merchant/Business: \$50

Patron: \$51-\$100 per year Benefactor: \$101-\$500 Hero: \$501-\$1,000 +

*Should you wish for your contribution to go towards Dix Park, please note on check.

** We can no longer take orders for engraved stones or plaques.

Additional Dix donations will go toward trees, picnic tables, bike racks, maintenance funds, etc.

BFIS is a 501-C3 Charitable Organization all proceeds are tax deductible.

Name: _____

Street: _____

City/State/Zip: _____

Telephone: _____

Email: _____