

# Foodie's Guide to Regional Gastronomy: Linguiça and Chouriço

In this series, we hope to highlight and showcase in as interesting a way as possible, the stories behind our favorite, mouth-watering local dishes. While we'll focus on greater New Bedford and the South Coast, we will occasionally "travel" to places like Plymouth, Providence or even Boston. I will attempt to keep it light-hearted, fun and easy to read. While I can't promise to keep you compelled and pull you along with prose – that would take a professional writer – I will promise to be liberal with the drool-inducing images of these dishes.

I grew up in a Sicilian household where everyone – man, woman, child – was participating in preparing meals. It was a "trick" to get everyone together, talking, laughing and, of course, the occasional heated debate. Food was a huge part of our identity, where we came from, who we were. There was something special about the atmosphere that revolved around a meal that **we** prepared.



*You haven't lived until you've had at least one Chouriço Bombeiro! (Catavino.net)*

This is certainly not unique to a Sicilian household. Every ethnic group in the country has a proud culinary tradition that they grew up around. You can easily replace "Sicilian" with Irish, Vietnamese, Portuguese, Ethiopian, Greek or anything else. This is why food as a topic is always so popular. We humans love our food and that passion goes beyond the gustatory or taste – we crave the aromas, delight in the presentation, are fueled by the atmosphere, and relish – pardon the pun – discussion about our favorite dishes, restaurants or cuisines.

One thing that is often not discussed, is glossed over, or

barely touched upon, is the history or background of these dishes. Now, to some, this conjures up the voice of the guy from the “dry eyes” commercial. The terms, for many, are synonymous with “boring,” “dull,” or “It’s time to go.” However, the background can be interesting, fun, or funny and it can be so without being facetious, dumbed-down or popular. I will make every attempt to maintain a fresh balance with this series.

As always, feedback is encouraged. Anecdotes are wanted. Discussion is paramount. **Please** join in.

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In this inaugural installment, I felt it was fitting to cover something Portuguese. It is perhaps the largest ethnicity in New Bedford and *linguiça*/chouriço are something we’ve all tried and likely devour frequently. While both are so ubiquitous in this area, outside of Portuguese communities mention either one and you’ll get silence and puzzled faces.

Imagine the horror of never having had Portuguese food, especially *linguiça*? These poor deprived souls. They must wander through life feeling a sort of emptiness inside but never able to place a finger on what exactly it is. If there is such a thing as hell on earth, it must be a place without Portuguese food.



*Little treasures of smoked happiness curing in preparation for your plate or “pop”*

Hyperbole aside, linguiça and its sister chouriço, are part and parcel of our everyday lives, whether we are Portuguese or not. It's like the greater New Bedford's "Oreo Cookie" in the sense that there is no end to the debate on how one should eat them. Should they be grilled? Slapped on a pop? With mustard or without? Cheese or no cheese? On pizza? Should they just be heated up lightly or cooked until charred? Are they mildly spicy or without heat? Who makes the best? These are fighting words! Epa!

Linguiça and chouriço are of course, types of sausage. The Portuguese excel at a variety of sausages – what they call *enchidos* – with these two just being the most popular. Other *enchidos* include the ancient *Alheira* made with chicken and created to make it a bit easier for Jewish people to convert, *morcela* or blood sausage, or *presunto*, their version of Italian prosciutto, to name a few. The word linguiça is derived from the Italian word *luganega*, from the ancient Lucanians who used to make linguiça-style sausages in ancient Rome.

What's not to like about the smoked, cured, seasoned pork sausage packages of happiness? Not only delicious to young and old, man and woman, capitalist and communist they take very little time to prepare. They can be served on a plate or

slapped in a pop and made into a street food. They are inexpensive, require no special cooking skills to heat up, and can be paired with just about anything, e.g. rice, potatoes, salad, coleslaw, beans, etc.

Being cured was a technique that preserved food for longer periods of time – crucial for long naval trips that the Portuguese are famous for throughout history. Having a hold full of linguça to survive a fishing trip or even one across the Atlantic doesn't sound bad at all and certainly made things a bit easier to..ahem, swallow. In a culture where the economy or environment dictated that every part of the animal be used, this is an ingenious way to make the worst or less popular cuts of meat like organs, more palatable. Particularly clever is it packages the meat in a casing made from something that wouldn't have much of a use and be tossed away as useless: the intestines.

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*What's your favorite way to prepare linguiça or chouriço?*  
(Dennis Wilkinson)

Anywhere that the Portuguese navigated to for trade or colonization, adopted this popular sausage. Azoreans and Madeirans will tell you that theirs is prepared differently than that on the mainland. Brazil has traditional Portuguese linguiça but because Italians immigrated to Brazil in its youth it has two Italian influenced versions: *linguiça Toscana* and *linguiça calabresa* which utilized Italian calabresa peppers. The Portuguese colonized Goa, a city in Western India and there you will find that the Goans took traditional chouriço and added ginger, red chilies, more vinegar, and in some cases turmeric or even yellow curry powder. In Okinawa they mince it and make it into a stuffing or a coating like panko.

Even within the United States and parts of Canada you will find enclaves of Portuguese communities different than what we have in greater New Bedford, albeit only slightly, and often the difference is in ratios of ingredients not flavor profiles. There are Portuguese communities in Seattle, New Jersey, Connecticut, and California. Most notably, the Hawaiian version is a bit larger, may contain beef and they serve it in a hot dog bun with the typical hot dog condiments.



Sounds kind of blasphemous, if you ask me.

As with all great foods, there is debate attached to linguiça and chouriço. Which one of these two is better? Is there a difference? What is it? Does Gaspar's or Amaral's make the best? Many would counter that with a "My avó make the best, that's who." But both those companies make a fantastic sausage – more than people would admit, when avó was about. It would take a brave soul to stand up in a crowd at a Portuguese family gathering and declare "Amaral's makes better linguiça than my avó." Brave and stupid.

Not only do those two companies and everyone's avó probably make insanely delicious enchidos, but the many Salchicharia's in the area do as well. Not having an avó myself, and preferring to support the local, little guy, I get mine from New Bedford Salchicharia. The Umbelina family makes fresh, microbatches of make you cry good linguiça and chouriço, often making seasonal -like a chicken linguiça with dried cranberries around the holidays. Regardless, I would accept linguiça or chouriço from the supermarket or someone's grandmother or aunt. I have never had bad linguiça or chouriço.



*The crazy Hawaiians treat linguiça like it's a hot dog.*

So what is the difference between these two enchidos? Well, it's tough to get a clear, defined answer. Some say, just the

color: chouriço has a brighter red color from more paprika. Others say chouriço has more garlic, pepper and is the spicier of the two. I've heard linguiça has a dash of anise and chouriço has none. Chouriço is supposedly chunkier and more coarse and linguiça is fattier. Bring up a quality that is supposed to be singular to one and I'll point out someone who says the opposite is true. There is even a group that states that the difference is exactly "zero." I doubt this debate will ever be defined to the point that arguing will cease.

What we have here is a case of a myriad of manufacturers with different recipes. These recipes were likely handed down through the generations and you damn well better be loyal to your family's linguiça. That meant you grew up with linguiça a certain way and felt that it was **the** way it was made. The same thing goes on in Italian households. Everyone's nonna supposedly makes the best red sauce and it supposed to have "x" many ingredients in an exact ratio or keep it away from me.

What we will have to debate is who makes better linguiça or chouriço between New Bedford and Fall River. We should have a friendly linguiça face-off to determine who has the best. A sort of Superbowl type event where the trophy goes to the city with the best based on a taste test or vote at a festival. We have Chowderfests where people make traditional and creative versions – why not have something based on a food we all love? Mayors and City Councilors could use it as a platform "We will send those wannabes in Fall River packing by proving what we already know: New Bedford makes the best linguiça and chouriço."

I kid, of course.

We already know that New Bedford makes the best.

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*Got an idea for the next article? Is there a food you grew up on, but never knew the history behind it? Want to share a recipe? Want to brain the author with a frying pan? Send us your messages!*

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## **Groundwork – shared office environment that provides teamwork, networking and inspiration for today's business minded**

America is the land of opportunity and choices. A first world economy presents ample opportunity to strike out on a business venture of your own as opposed to working for someone else. Many people have grown frustrated with the old business model developed in the 1950s of working a "9-5" for the "man." Being one of many on an assembly line and getting little recognition for hard work or extra effort while massive profits are made for a small group at the top isn't a highly rewarding way to make a living. The ratio of pay often does not match the amount of effort. While there was a time when this model was effective and rewarding, times have changed. Drastically.

Job security used to mean finding a company that offered benefits, an annual cost of living raise, and some type of investment options. However, the reality is that lay-offs, cutthroat firings, and corporate buy-outs mean that ones job is anything but secure. And as the world economy "flattens," factors like outsourcing and offshoring – the relocation of warehouses, plants and headquarters, lend even more instability to that "security."



*Groundwork, co-founded by Cape Cod natives Sarah Athanas (Director of Marketing and Business Development) and Dena Haden (Director of Sales and Community Management.)*

While there are bastions of companies where the old model actually does apply, their ranks are thinning. For many the new job security is working for oneself. Some find security in entrepreneurship – whether through diversity of projects, or confidence in one's abilities that your effort will determine whether you will have a pay that week or not. Many find comfort in knowing that if they want a raise or more money, they will need more clients, have to work more hours or be more clever and efficient.

In the past 10 years the internet's popularity has grown exponentially. Once relegated to the realm of geeks, hackers and nerds – these days everyone is digitally connected. Men, women, children, elderly, organizations, corporations, and just about any other demographic uses the internet to garner information, promote their business, sell products and more. We have reached a point where a business simply must have an online presence, even if you do the vast majority of your sales out of a brick and mortar facility.

This is why in the past few years, the cafe and home have

become the “offices” for many new and experienced entrepreneurs. People who struck out on their own needed a facility to plan, organize, meet with employees, have sales meetings, or anything else that a typical business would need a roof for. The home wasn’t the perfect place for it – too small, too many distractions – so people naturally gravitated to cafes. When you factor in that there is a “kitchen” in-house, you can have breakfast, lunch, dinner, snacks and all the caffeine you need to keep in motion, the cafe made much more sense.

The problem with this is that the cafe has become increasingly more difficult to function in. An inability to find a seat can throw a monkey wrench in an important meeting with a potential client. Not having a large enough table means you’ll have to cancel that team sales meeting or relocate it. Have a table? Bummer – no outlet means you have to clear out in 45 minutes when your laptop battery fizzles. The din is too much, too loud or too distracting? It can hurt the focus of the meeting or affect comprehension of your listeners.



*Whether one or many, starting up or already established like Ted-X: Groundwork is a productive environment that has many benefits.*

That’s the tip of the iceberg, but you get the picture. When you are getting a business idea off the ground, or have an

established business where you need to focus on instruction and production, you want a quiet facility, with plenty of seating. You want a place where you can stop to refuel with some coffee or fare and only be “down” for 10 minutes when the crunch is on. In essence, you want all the positive aspects that you get when you work out of a cafe, but none of the negatives.

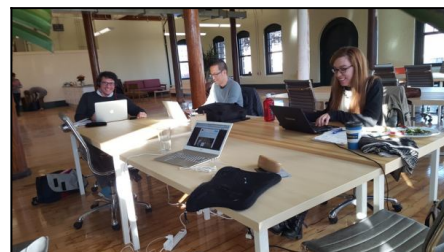
All ideas must evolve or die. The new entrepreneur took a back seat in the cafes and was forced to mingle at the expense of production. Now they or we, are large enough to make some noise and be noticed. Change was in the air. This is where coworking comes in. Simply put this a shared work environment. A common facility that mimics the old corporate offices e.g. tables, chairs, markerboards, conference rooms, a break room, etc.

The American workplace has come full circle: from a facility where the many make a lot for the few, to migrating to cafes, and now returning to that office space but with a completely new structure to it. Instead of working for “them” we are working for ourselves – whether as individuals or business partners. I’m a big fan of passion. I like progressive ideas. Coworking spaces are a place where you will find passion and progressive ideas in spades.

Now, I’ve been in some coworking spaces that were tiny, that were just spaces with tables, a few chairs and a spotty wifi connection. I’ve been to some pretty horrendous spaces in my day. The coworking facility has morphed into a legitimate work environment and there is no better facility on the South Coast than Groundwork, co-founded by Cape Cod natives Sarah Athanas and Dena Haden.

The idea came to Sarah while living and freelancing in Buenos Aires – a large city saturated with cafe entrepreneurs and shared workspaces. Upon returning to Massachusetts it didn’t take her long to pine for the energy and sense of community –

those intangibles that make coworking far superior to a home or cafe office. Being surrounded by other creative freelancers, knowledgeable business owner sharing their enthusiasm, ideas and inspiration is an invaluable aspect to a shared office environment like Groundwork.



*In addition to membership, conference rooms can be rented, one can purchase a day pass, and there are special corporate memberships.*

Further inspiration came to Sarah when she saw what Dena was doing in community building and with her art critique group. “I thought, why don’t we work together and build something close to home? So Dena and I really set out to build the workspace that we dreamed of working in ourselves.”

Their objective is to reach reach entrepreneurs, freelancers, and people who work independently in the area. Having first-hand experience of the benefits of such an environment they are excited to be able to actually provide it and watch people and companies prosper and grow as a result.

So how does a coworking space actually work? I’ll leave Dena’s words unchanged since she says it far better than I can “A coworking space is a shared office space that typically works on a membership model. For a monthly fee, members can work in the space and get fast internet, printing and copying, free coffee and snacks, and use of conference and meeting rooms.

But the real benefit of coworking is the community that forms when people have repeated, face to face interaction in the same space every day. Because members work across a broad range of industries and skill sets, collaborations happen naturally.”

Whether you are planning a new business, an established freelancer, have a short-term project (non-members can rent conference rooms for a reasonable hourly rate), or need a place to meet uninterrupted and surrounded by people with a wealth of experience you need a place like Groundwork. While I enjoy working out of cafes, when we at New Bedford Guide need to hunker down, focus, and be really productive we know there is nowhere better than Groundwork. We get more done in a shorter period of time at Groundwork than anywhere else.

If you were a member of Groundwork when they first opened their “beta” space on the second floor of the Quest Center, you may recall that it was small – though brightly lit, and had a large enough kitchen. If you haven’t been there since, you are missing out: they have grown the community into the ground floor of the Quest Center now. It’s a much larger space (5,000 sq. ft.) in terms of size, seating, and amenities, including the kitchen area.



*Groundwork is more than a shared workspace: you will network, inspire one another, share ideas and get feedback from*



*other members.*

Membership comes in three forms, Part-Time, Full-Time and Dedicated Desk. More flexible options are also available in day prices, use of the conference rooms, and there is special pricing for corporations. All memberships include access to members-only workshops and events, online networking with the Workbar Network, free snacks and locally roasted coffee, and copying and printing. You can request a tour online [here](#).

In addition to the coworking services that are offered at Groundwork, there is a genuine altruistic focus on the community. Spend one minute with either Sarah or Dena and you will see that this is not simply a business idea. This is a lifestyle for them – one that they are enthusiastic and passionate about. They schedule many events to bring the Groundwork community together. This can be anything like a fun pie contest, a music jam night, or workshops on creativity, marketing, accounting, etc. Groundwork! is like a big family and they work hard to make all of the members feel welcome.

This is not lip service – when Sarah discovered that a few of the Groundwork members were musicians she and Dena scheduled a “jam night” a few weeks ago. That was a proud moment for the duo – while laughing and playing songs it struck Sarah how diverse a range of people were members – different age groups, social status, and political ideals – all of whom were together and enjoying each other’s company.

Groundwork is a fantastic facility – one that should be on every freelancer’s or entrepreneur’s “must check-out” list. One visit and you’ll ask yourself why you punished yourself for so long at home or at a cafe. The wifi is always up and fast. There’s always someone smarter than you in some field milling about. There’s always an ear willing to listen to your ideas and give you feedback. There’s always someone to network with. Members are automatically enrolled in the Chamber of Commerce at no additional cost.

It's an environment that no start-up, established business, or freelancer should be without.

*Sarah Athanas studied art at UCSB and then directed and produced a documentary while living in Chilean Patagonia. She then transitioned to marketing for a language and travel company and eventually directed a team of web designers and developers based in Buenos Aires.*

Dena Haden has an undergraduate degree in Painting from UMass Dartmouth and a Masters of Fine Arts from the Pennsylvania Academy of Fine Arts. She then went on to teach art and design at Newbury College and at several nonprofits in Dorchester and on Cape Cod. She is also the director of the Boston Critique group, an artist collaborative that fosters community and growth for working artists in the greater Boston area.

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## **Groundwork**

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**Facebook:** [facebook.com/newbedfordcoworking/](https://facebook.com/newbedfordcoworking/)

**Website:** [newbedfordcoworking.com/](https://newbedfordcoworking.com/)

**Gift Certificates:** [newbedfordcoworking.com/gift-certificates/](https://newbedfordcoworking.com/gift-certificates/)

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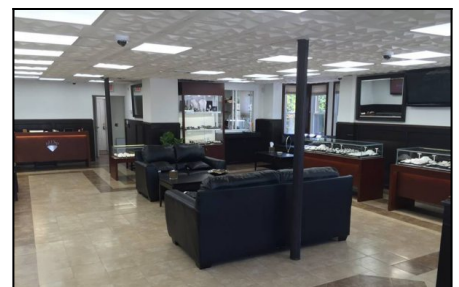
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# A & A Jewelers – 25 years of “customer first” service, in- house design and customization, affordable prices

Nothing marks a special occasion in more grand a fashion than a gorgeous stone set to precious metal. Whether an anniversary, wedding, birthday, or just as a way to say “I love you.” one of the first gifts that most people think of is a piece of jewelry.

This is in spite of the DeBeers conspiracy that many people will rattle off at the mention of the word “diamonds” or “precious stones.” Even those who are aware of this story still acknowledge the powerful message that is sent when someone is gifted with a set of diamond earrings, or holds a giant “rock” while down on one knee asking for a hand in marriage. No matter what the price is – \$1 or \$ million dollars – the dramatic effect is the same. The number is irrelevant, the message, that aforementioned effect, and the timeless moment is ultimately all that matters.



*A&A Jewelers are not*

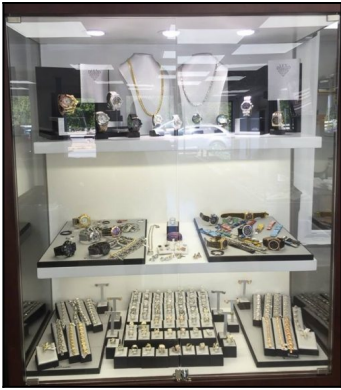
*re-sellers: they  
manufacture, redesign,  
customize and repair.*

When it comes to jewelers it seems that there is one on every other corner. They aren't exactly as rare as the gems they are offering. This ubiquity has its benefits: supply and demand determines the sales price. The more competition there is among jewelers the lower the sales price – we'll simply walk or drive to the next jeweler down the road.

Even if your prices are fair, to stay competitive you have to go beyond price. You need to offer superlative customer service – an old-world style of taking care of the customer. You not only want to be treated like VIP, but you want to develop a relationship, particularly one where you can trust the jeweler – after all, you may spend a substantial amount of money.

So, once you find a jeweler with a fair price, fantastic customer service and one that you can trust – they *are* as valuable -and rare – as the precious stones they are selling.

One place that can contribute its success to all these positive characteristics is the family owned and operated A & A Jewelers at 279 State Road in North Dartmouth. (Some of you may recall it as the old Mr. Tux.) While the location is a new spot, A & A Jewelers are hardly new to the industry. They have been serving the community for well over 20 years now. Family is the inspiration for owner and master jeweler Alex and he hopes to be able to continue to serve for another 20 years or more, by passing the business down from family member to family member.



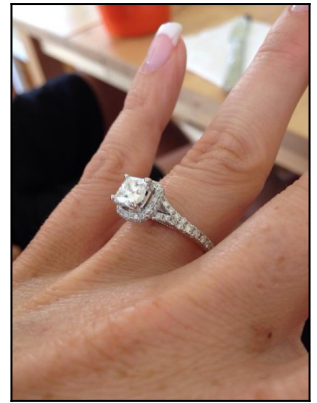
*A&A Jewelers carries an astounding variety of rare, uncommon and even unique pieces of jewelry.*

What separates A & A Jewelers from most other jewelers is the old world customer service, family values, and professionalism that everyone on staff exhibits. Brett, A & A Jeweler's floor manager, is extended family and cherry picked by Alex because he has the same values. When the owner and manager of a business have these values, they trickle down to the rest of the staff.

What also places them ahead of the pack is that they are not re-sellers of jewelry – since Alex is a master jeweler that means **all** of the jewelry is made and repaired in-house and they don't need to send anything to an appraiser. It's done in-house as well and in many cases the alterations and repairs are done while you "Wait and Watch."

You not only have a destination to purchase world-class jewelry, but you are not subject to someone else's standards. A & A Jewelers can customize, alter, or redesign jewelry and ring settings to your specifications, desires and budget. Because a piece does not have to be sent off to a middle man and then returned this gives A & A Jewelers the ability to sell diamonds below wholesale price or that which you will see

at other jewelers.



*Could your  
finger be next?*

Being certified appraisers, a member of the Jewelers' Board of Trade, the Better Business Bureau and the New York Diamond Dealers' Club means that you can trust that the prices they offer are more than fair. If that doesn't convince you, 25 years in business, over 7,500 regular customers, and their stellar Facebook Reviews should!

Alex, Brett and the rest of the staff at A & A Jewelers want a relationship – they have a passion for what they do and want to be your jeweler for life. While Alex feels that the reason his business took off in the beginning was the the affordable prices and the customization, he is convinced that the biggest factor is how they treat their customers. That's what started him on his road to success and maintained him on that road. There is a direct connection.

If you're looking for a jewelry shop that can be trusted, has a desire to build a long-term relationship, is not a re-seller, but manufacturer, and has a wealth of experience in the industry, you need look no further than A & Jewelers. They are not a chain store, but local. We at New Bedford Guide are big fans of "Shop, local, shop small!" 25 years and 7,500 customers can't be wrong. Being one of the 7,500 customers I can speak from personal experience. This place that specializes in rare and uncommon gems is a rare gem itself.



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## **A & A Jewelers**

279 State Road

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Phone: (508) 992-5320

Email: [aajewelersinc@gmail.com](mailto:aajewelersinc@gmail.com)

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*Sat: 9:00 am-6:00 pm*

**Facebook:** [facebook.com/AAJEWELERSINC/](https://facebook.com/AAJEWELERSINC/)

**Twitter:** [twitter.com/aajewelersinc](https://twitter.com/aajewelersinc)

**Website:** [aajewelersinc.com/](https://aajewelersinc.com/)

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# **Downtown Smoke Shop offers the largest selection of pipes, hookahs, cigars, e-cigarettes and accessories in Southern Massachusetts**

Smoke shops have never been more popular – either in the nation's or the city's history. We have more smoke and vapor enthusiasts than we've ever had and of course, that has led to an increase in a variety of products, advances in the

technology, and multiple brands of everything available.

This is a fantastic development. When I was growing up, you either chose a “grandpa” pipe to smoke with or you jury-rigged something. It seemed like “grandpa” was the only demographic of smoke enthusiast complete with smoking jacket of course.



*You never know what you might come across in the aisles at Downtown Smoke Shop.*

Times have changed and these days it's become incredibly popular to roll your own cigarette, have a collection of smoking pipes – many of which are literal works of art – and desire more choices in your variety of tobacco. Of course, there is a smaller demographic that been drawn to the industry because of medicinal marijuana, but the largest group by far and large are those people who enjoy a good stogie, the aroma of high quality tobacco, and kicking the smoking habit by transitioning to vaping.

Regardless of your reason for being a smoke enthusiast, you want choices. Like any customer, you want to defer to a knowledgeable, friendly staff. You want fair, affordable prices. You want top quality products. While years ago, these products were relegated to the shelf behind a counter-person at a convenience store, these days entire shops are dedicated

to smoke products.

There are many in the South Coast, and there are a few within the city of New Bedford. The largest one in the city is the Downtown Smoke Shop located on Union Street, directly across the street from the Registry of Motor Vehicles. In fact they have the largest selection of pipes, hookahs, cigars and e-cigarettes and accessories in Southern Massachusetts.

The 18+ only establishment, operated by Kyle and Ray, opened its doors in April of 2014 to meet the demand of locals and fellow smoke enthusiasts. "We started the smoke shop to fill a void in our downtown district. There are many smokers and vaper enthusiasts in Greater New Bedford and very few options other than a typical convenience store. We want to enhance the experience and bring quality experiences to our customers," explained Kyle. Ray followed that up with "We also focus on helping people quit smoking cigarettes through vaporizers."



*Downtown Smoke Shop has a massive inventory of Hookahs and tobacco to accompany them.*

Both guys are proud of how far they have come in such a little time. But it comes as no surprise that they have sky-rocketed in popularity – they aren't just a quintessential smoke shop: they are a quintessential *business* offering superlatively friendly and knowledgeable customer service, a wealth of

experience, and top quality products. While being a smoke enthusiast may be a hobby for some, for Kyle and Ray it is a lifestyle and their livelihood.

But you are here to find out what they offer in terms of inventory, specials and deals. What kind of products do they carry? Every manner of large or small pipes whether glass, hand, or water. A wide variety of e-cigarettes and vapes, their chargers, mods and of course many flavors of e-juice – with flavors like pineapple, strawberry, custard and more.

If you prefer to roll your own cigarettes, Downtown Smoke Shop has a stunning array of rolling paper with popular brands like Raw, Big Bambu, Job, Elements and many more. Are you a cigar aficionado? Downtown Smoke Shop has the largest walk-in humidor in the region with an astounding choice of cigars to appeal to every taste.

The Hookah – an instrument that utilizes water to turn the tobacco into a vapor – has become incredibly popular these days. The ancient device that has been around for thousands of years has been revitalized and modernized and if you haven't heard of them yet, you will. Kyle and Ray carry a massive inventory of every color, size, and type and they have all the tobacco varieties to accompany your hookah with.



*Every manner of  
large or small  
pipes whether*

*glass, hand, or  
water.*

Of course, if you are a simpler man and just prefer an old-fashioned pack of cigarettes the smoke shop carries your favorite brand.

Kyle and Ray chose New Bedford for a reason: this is their city, where they were born and raised. They wouldn't have it any other way. Since this is their community they offer a number of military and student discounts. They are especially proud to extend a 15% discount to all veterans with a valid military ID. They also offer BCC and UMass students with a valid ID, a full 10% off your order.

With the number of smoke shops in the city and beyond increasing every year, smoke enthusiasts are looking for a shop that separates itself from the others in terms of the quality of products and service, the variety and the affordability. This type of competition is a good thing: have top service, high quality products, and offer a fair price or we'll walk down the road to the next place.

Downtown Smoke Shop has clearly placed themselves at the top of that list and will continue to do so for a long time. We all drive down Union Street sooner or later, so if you are a smoke enthusiasts, like to roll your cigarettes, looking for a new pipe, or just a curious bird – stop in at the Downtown Smoke Shop and say “Hi!” to Kyle or Ray. One stop and you'll be hookah-ed....er....hooked!

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## **Downtown Smoke Shop**

277 Union Street

New Bedford, Massachusetts, 02790

Phone: (774) 425-3914

*Mon-Fri: 9:00 am-7:00 pm*

*Sat: 9:00 am-6:00 pm*

**Facebook:** [facebook.com/DowntownSmoke](https://facebook.com/DowntownSmoke)

**Website:** [newbedfordsmokeshop.com/](https://newbedfordsmokeshop.com/)

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# **The Landing Gift Shop & Chandlery – a unique, quintessential local shop that reflects the spirit of New Bedford**

Some of the things that people on the South Coast pride themselves on is shopping local, and shopping small. There's also a lot of regional pride on top of the pride that comes from being from New Bedford – something even the cynics display. New Bedford is the hub of the universe for many, it has a reputation – good and bad – is an economic powerhouse in the region, has an incredibly rich history, an equally rich variety of ethnic communities, and gives off a vibe of being in the way “up.”

One of the establishments in New Bedford that reflects all these things from service to inventory, staff to buying and spending is The Landing Gift Shop & Chandlery at 98 Front Street. Owned by Laurie Botelho and run by Manager Carlos



Chamarro, the “Landing” is a shop that couldn’t be more “New Bedford” and “South Coast.”



*Manager Carlos Chamarro, local musician and all-around good guy Cedric Josey and owner Laurie Botelho – all smiles.*

Its spirit is one that possesses all those characteristics I mentioned above. Chamarro is Guatemalan, Botelho Portuguese-American. Between them they speak 4 languages: English, Portuguese, Spanish and French. The business is located in the national historic park. The building is the ancient McCullough building which was originally erected some time around 1830 as a Chandlery and warehouse.

The inventory is populated with with nautical, historic and local themes, e.g. Fairhaven, Dartmouth, Mattapoissett, Marion, Made In New Bedford, etc. Many of the products are crafted by local artists – jewelry, clothing, paintings, woodwork, and more. In fact, Laurie estimates that a full 95% of the products are made by locals, all between the ages of 5-80 years old.

You really can’t get more “shop small, shop local” than the Landing Gift Shop & Chandlery.

Since 2003 Laurie was selling selling scallop bags, conch bait bags and consumables for the fisherman up and down the East Coast out of her van. Instead of driving around so much, she

decided to do something in the city she loves. She just wasn't 100% sure what that would be.

"I saw my Portuguese parents come to this country and open a bakery and provide jobs for so many people and teach the employees a set of life skills so they could provide for their families. I wanted to make a difference. I thought it would be in some kind of manufacturing." explained Laurie.



*The Landing carries a number of lines of clothing, but can also customize the clothing on the spot while you wait.*

By coincidence she saw the interior of the McCullough building and instantly fell in love with the exposed granite walls, post and beam architecture. Right then and there, she knew exactly what to do. She had to have it. "I knew our local artists needed a place to display their wares, and this was the place to do it! I knew I could provide a nice place and represent their art well."

So what kinds of things will you encounter on the walls and in the aisles at The Landing? The list is an astounding one – one so big that it is beyond the scope of this article. Suffice it say that apparel, artwork, every type of jewelry, scrimshaw, silver, totes, poly supplies, music, books, bait bags and more

is just the tip of the iceberg. The Landing is easier understood when you break it down into its four sections:

**Artists' Harbor:** hand-crafted pieces of art made by locals. Painting, woodwork, drawings, and more. **Fashion Deck:** a complete line of apparel including their own "Love Where You Live" and "Life Is A Drag" lines, clothing with the names of surrounding towns on them, "Made In New Bedford," "Quahog Mafia" and more. Shirts, hoodies, scarves, gloves, socks. Everything. **Fisherman's Catch:** items for our fishermen and seafood processing plant workers – things like scallop bags, boots, onion bags, bait bags, aprons, etc. **Custom Print Shop:** a screen printing shop where they make all their own apparel and can take your custom orders for specialized gifts, team apparel, onesies, fundraising shirts, uniforms, and more. They do not charge for the artwork and you can pick your favorite hoodie or t-shirt and they will make it for you on the spot!

The Landing's website has an online Apparel Catalog and a full catalog in case you want to order something online, or get an idea of some of the things that they carry.



*Manager Carlos Chamarro showing up the eclectic items you'll encounter at the Landing.*

Of course, nothing is better than simply stopping in and

browsing in person and meeting Laurie or Carlos. If you're like me, you spend a lot of time downtown and likely within walking distance. Take 5-10 minutes out of your day and stop in to check out a unique shop that is quintessential New Bedford. You're guaranteed to find something you won't find anywhere else.

The Landing Gift Shop & Chandlery is sandwiched between Rose Alley Ale House and Cork Wine & Tapas. You can park inside their lot at the front door or on Commercial Street for free. Of course, the small parking lot on the corner of Water Street and Union is another great spot.

If you're going to spend money on apparel, don't buy something generic, impersonal, and pricey at a chain store where the profits got to a corporate headquarters out of state. If we don't support local and small, we'll have nothing but chain stores carrying the most popular items. Support a store that is local as it gets – a store with a better variety of inventory and one that can be customized. People who live, work, and buy right here in New Bedford.

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## **The Landing Gift Shop & Chandlery**

98 Front Street

New Bedford, Massachusetts, 02740

Phone: (508) 642-9211

EMail: [TheLanding98@gmail.com](mailto:TheLanding98@gmail.com)

*Tue-Wed: 12:00 pm-7:00 pm*

*Thu: 10:00 am-7:00 pm*

*Fri: 1:00 pm-7:00 pm*

*Sat-Sun: 10:00 am-4:00 pm*

**Facebook:** [facebook.com/thelanding98](https://facebook.com/thelanding98)

**Website:** [thelanding98.com/](http://thelanding98.com/)

**Instagram:** TheLanding  
**Twitter:** @TheLanding98

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# **Adega Beer & Wine Making Supplies offers locals a way to craft their own beers, wines, ciders and even cheese**

Beer has never been more popular in this country than it is today. The amount of varieties available are astounding. The general knowledge of the common man is at its highest – people know more about the brewers, the brewing process, even the cultivation of the ingredients. For the first time ever, we even have the term “Beer Snob.” You know that guy that tells you why that favorite beer of yours shouldn’t be your favorite and then tells you what your favorite beer should be based on his elaborate algorithms, scientific understanding of gluten, and bunch of other mumbo-jumbo?

The same can be said about wine. Though it has been around for thousands of years, it has crept into popular culture and can be bought in boxes, mixed with fruits and even heated up. These days many restaurant will host special pairing events and knowledge of varietals and understanding profiles with the common folks is of a high level as well.



*If you are looking for it, Adega Beer and Wine Supply has it.*

So it should come as no surprise that many are delving into crafting their own wines and beers to their palettes and preferences. We've all sampled a wine or beer that we thought was near perfect and with the slight addition or removal of a certain element it would be perfect in your eyes. Information on recipes, the process, and everything else under the grapevines...er...sun, is published in magazines, books, blogs the only thing holding one back to enjoy this increasingly popular hobby is a way to purchase the necessary tools and ingredients.

If you don't live near a supply store, you are relegated to the poor method of ordering online. This leaves you with a LOT of questions, and if you end up finding out you purchased the wrong thing or ruined a batch, you are weeks in between a resupply. Wouldn't it be nice to be able to browse the tools and ingredients? To hold them in your hand? To ask someone a question face to face? To defer to someone more knowledgeable so you can spend less time dealing with errors and issues and more time experimenting and sipping your creations?

Well, you can. Adega Beer and Wine Supplies, owned and operated by Barry Ferreira, opened their doors three years ago on State Road in Westport. They carry all the popular brand name devices, kits, adjuncts, top quality grains, cleaning supplies, yeast, extracts and everything else one can imagine. Finings to clear your wine, oak chips for flavor, bottles and corks. The list goes on and on.



In essence, if it is used in wine and beer crafting – even cheese crafting – Adega has it, and if they don't have it they will not only order it for you, but keep some in stock for your next visit.



*Adega Beer and Wine Supply is located at 151 State Road in Westport.*

The beauty of Adega's inventory is that they not only carry everything sectioned out for the advanced crafter, but if you are new or just starting out, the kits contain everything you did. You can literally walk into Adega, grab yourself a kit, and be crafting your beer or wine 10-30 minutes later and then sampling it days later. These kits lay everything out for you, and if there is any confusion, you have a crafting partner at Adega more than willing to help out – give Barry or retail assistant Chris Camara a call and they will get you out of a spot or provide you with enough advice to bat it out of the park.

Barry has a passion for the home-brewing process that goes back decades. He began 20 years ago when he was an accountant for a local wholesaler in Westport. His love for wine prompted

him to explore how it was made, what gave wine its flavor profiles, aromas and appearance, and how the varietals affected its production.

Luckily he had a friend who worked with him at the same wholesale company who was already crafting wine. This friend became his mentor and today they still craft wines and beers. Barry has found it to be an incredibly rewarding hobby even 20 years on.

This wealth of experience and knowledge translates into a cherry-picked inventory of the best products and equipment available. This doesn't mean it is limited in scope – if you browse through the aisles at either location, you will be astounded by the variety.

If you are interested specifically in beer making, there is a large variety of hops, malted grains and yeast from around the world available at Adega. They also have a grain mill and will gladly mill the grains for you free of charge. Yes, free.

If you are already an experienced brewer and have your own recipes or want to clone one of your favorite beers or wines you will find everything you need to do exactly that. However, if you are new to the hobby the kits which allow you to get started as soon as you get home, make one or five gallon batches. A five gallon batch makes up to 55 bottle of hand-crafted beer at a fraction of the cost if you bought those beers wholesale at a liquor store. That means your new-found hobby is one that can actually save you money!



*Create your own  
recipes or clone  
your favorites.*

That aforementioned experience also means hundreds of recipes that Barry and his friends have perfected over the years are shared with you. So you don't have to start out with all the ingredients and tools and not know where to start. You and your friends can even have a friendly competition whereby you all set a date, invite some friends and family over and have a blind tasting.

If you prefer to craft wine, the wine kits contain concentrated juices from the best vineyards around the world and produce one or six gallons of wine – approximately 30 bottles. There are well over 200 kits available from simple table wine to fruit-flavored wines to high-end wines. You'll be able to reproduce your favorite wines – maybe even one that is out of reach in terms of price, for a fraction of the cost.

All the kits – beer, wine or cheese – contain step-by-step instructions and come with a 100% guarantee. If there is any problem with the kit, simply take it back to Adegas and it will be replaced.

If your hobby turns into an active one, and you wish to pursue more knowledge, Adegas has periodic wine-making classes right in the store. They also offer wine-making parties where you

can book the experts to come to your house and teach you and your friends how to make delicious wines and have a complete and total blast doing so.

If you want to expand your wine or beer crafting – or perhaps neither of those is your cup of proverbial tea – than you may be interested in crafting your own cider or cheese. The cider kits show you how to make mouth-watering ciders from apples, pears, cranberries and other fruits so you can make either hot cider to keep you warm during those frosty nights, or cold cider to cool you down on those hot summer days!

Learning how to make a few cheese to pair with your wines is one excuse, but heck...you can just make cheese to eat on its own. Mmmmmm....cheese. Only a communist doesn't like cheese!

If you aren't interested in crafting any of these things, you may know someone who would be. The kits make fantastic gifts for birthdays, anniversaries, corporate promotions, or Christmas.

Adega Beer and Wine is active in many areas: a monthly newsletter, participation in many local beer festivals and tastings, and social media – all ways to keep you informed on the latest news in the industry, recipes, new items & products, deals, specials and discounts. Inquire about their loyalty discount plan. If you live too far away for frequent visits, Adega Beer and Wine ships to anywhere within the 48 continental states.

The professionals at Adega Beer and Wine have a genuine interest in helping the general public make the best beer, wine, cider, or cheese possible. They know first hand how much fun, rewarding, and infectious the hobby is. They know you are one kit away from being hooked!

If you would like to find out more about what people are saying about Adega, you can check out their Facebook [Reviews/a](#)>. Gift Certificates can also be purchased online as

well as in person.

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## **Adega Beer & Wine Making Supplies**

151 State Road

Westport, Massachusetts, 02790

Phone: (774) 319-5454

*Tue-Wed: 12:00 pm-7:00 pm*

*Thu: 10:00 am-7:00 pm*

*Fri: 1:00 pm-7:00 pm*

*Sat-Sun: 10:00 am-4:00 pm*

**Facebook:** [facebook.com/Adegabeerandwinesupplies](https://facebook.com/Adegabeerandwinesupplies)

**Website:** [adegabeernwine.com/](http://adegabeernwine.com/)

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# **Advanced Aesthetics Ink., Laser Tattoo Removal uses the newest technology to lighten and remove those unwanted tattoos**

Are you or someone you know a tattoo collector? These days tattooing is more popular than it has ever been. Once relegated to soldiers and sailors and later viewed as a sign

of rebellion – these days teenagers, grandmothers, soccer moms, old men, and everyone else is getting them.

Unfortunately many people are getting tattoos without seeing a person's prior work, choosing one based on whim or spur-of-the moment, or opting for a poorer quality artist to save money. Some are even getting them illegally at "tattoo parties" or from a friend. Perhaps they were inebriated when they made their choice. And like our interests change, so do our tattoos – becoming old and distorted, causing us to want to hide our original artwork.



*Advanced  
Aesthetics Ink.  
uses the most  
advanced  
technology in the  
industry: the  
sci-fi sounding  
Quanta Q-Plus C.*

These have led to an astounding increase in tattoo regret. Whether bad quality artwork, a bad idea like the name of an [soon to be] "ex" or the tattoo's meaning has changed over time – people want them covered up or removed. Problem with cover-ups is that they can sometimes lead to much darker, larger pieces that might still be as undesirable as the original if not done correctly.

For this reason many people are looking towards laser removal, whether to remove it to expose your natural skin, or to remove it to start a fresh, new canvas so as not be limited to what you can replace there.

One place that specializes and excels in laser tattoo removal is Advanced Aesthetics Ink., located in Dartmouth, MA. Owner and operator Danielle Hotte spent 20 years in the medical field, earned an Associates in Science in Medical Assisting and received extensive laser training by renowned experts before completing her internship at Rethink The Ink laser tattoo removal clinic. She is an accredited Certified Laser Tattoo Removal Specialist and as Laser Safety Officer.

In August of this year (2015) she opened her own facility based on her desire to work independently, yet continue to work in an environment where she could utilize her medical experience and training. Her inspiration came from seeing the poor results her sister was receiving from a nearby laser tattoo removal clinic. Since she was already in the process of learning, she couldn't understand why it was taking so many visits for results...at a steep financial cost and extended suffering of someone dear to her. I found that with the appropriate training and technique along with state of the art technology, I could offer better results with less discomfort resulting in more reasonable cost." explained Danielle.



*An example of a bad tattoo being turned into a new canvas.*

The first thing she did before opening her doors was to purchase the most modern equipment using the latest in laser technology. The star of that show is the sci-fi sounding

Quanta Q-Plus C. The name is unimportant, what it does is.

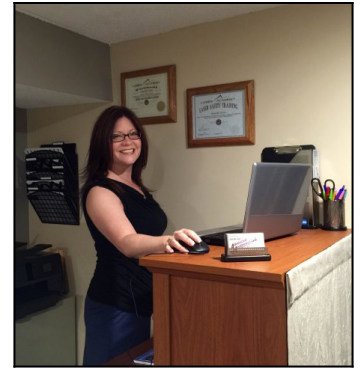
And what it does is offer twice the energy as any other machine on the planet. When I asked Danielle to explain this machine in simple terms she said “The Quanta Q-Plus C is the ONLY device in the industry that offers three true wavelengths. Different color inks settle in different levels of the dermis, requiring different wavelengths to remove them. With the ‘Quanta’ we can better treat all colors, even the hard to treat blues and greens that are more common in today’s tattoos. The Quanta Q-Plus series of laser tattoo removal devices sets an industry standard.”

The bottom line is that this means that tattoo that you are unhappy with can be lightened to prepare for cover-ups or removed more completely – in fewer sessions. This machine even obliterates full color tattoos. Less remnants, cleaner canvas, and easier on the wallet because you go to less sessions than you would need to come too with a lesser quality machine.

Best of all is that because this is the most advanced machine in the industry, those advances translate into less discomfort – more power, less pain. Danielle brought up time and again the importance of comfort for the client. It’s a primary concern for her. Before, during and after the process she uses a cooling system called the “Zimmer Cryo 6.” This cools the epidermis, but does not interfere with the laser beam. Because the intensity of the Zimmer Cryo 6 is customizable, it can be adjusted to the client’s needs.

When this type of technology is combined with 20 years of medical experience and superior technique that Danielle uses, you’re guaranteed to have a safe, secure, positive overall experience. Like all professional laser removal facilities should, Advanced Aesthetics Ink. utilizes the services of a Medical Director that lives locally.





*Owner and operator Danielle Hotte loves seeing the dramatic, positive effects her work has on people.*

So, how does the whole process work? Simply contact Advanced Aesthetics Ink., Laser Tattoo Removal for a free consultation and tattoo evaluation. There is one set fee for the service – she adjusts the cost based on a number of factors. Cost is determined by the amount of ink in the skin, not the size of the tattoo. You won't be charged for negative space.

Because Danielle doesn't think cost should deter you, she is always offering special discount packages. Discount as in free! If you purchase three treatments, you'll get your fourth for free and if you purchase five treatments, you'll get your sixth and seventh for free. Are you Military, EMS, in Law Enforcement, or the Fire Department? Bring in your ID and get a discount on services. Keep a watchful eye on her Facebook and website for daily and monthly specials as well as events.

If you're looking for a safe, secure, and effective tattoo removal done by a highly experienced medical professional at an affordable rate, you need look no further than Advanced Aesthetics Ink. the area's premier laser tattoo removal experts!

*YOU are invited to the Chamber of Commerce's Ribbon Cutting Ceremony on Friday December 4th at Noon. All new clients that come between 12 and 2 to book an appointment will be offered a onetime treatment on any tattoo up to 4x4 inches for only \$49! Must sign waiver, and free consultation is required.*

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## **Advanced Aesthetics Ink., Laser Tattoo Removal**

100 State Rd, Dartmouth, Massachusetts

Phone: 508-991-1616

Email: [office@aailasertattooremoval.com](mailto:office@aailasertattooremoval.com)

**Facebook:** [facebook.com/aailasertattooremoval/?fref=ts](https://facebook.com/aailasertattooremoval/?fref=ts)

**Website:** [aailasertattooremoval.com/](http://aailasertattooremoval.com/)

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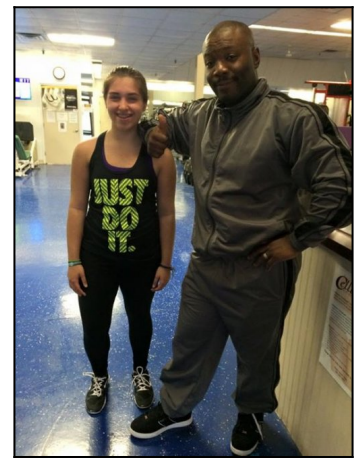
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## **Body Works Fitness Center – the South Coast's number one all-women fitness, health and nutrition center**

Are you a woman who wants to live an active lifestyle, but don't like the co-op gym atmosphere? While, most guys are not creepy, it only takes that one creep to make membership at a fitness center an awkward or uncomfortable one. You want to wear what's comfortable and often gym gear is light and minimal – without someone gawking or undressing you with their

eyes. If you put on some weight after a pregnancy and not happy with your appearance, you don't want to be placed under a microscope.

Going beyond that, even removing the concern of that rare creep, you want a quality fitness center, one that caters to common female goals and objectives. One that specializes in the lifestyle, understands and sympathizes with women's health and fitness needs and has a number of classes and programs that are what most women prefer.



*Arnold Noël's  
Body Works  
Fitness Center is  
an all-women  
facility where  
nutrition,  
exercise, health,  
fitness,  
nutrition and  
inspiration  
combine.*

Body Work Fitness Center on King's Highway offers all these services and more. They are the quintessential women's fitness center, offering a variety of classes, professional instruction, in a friendly environment. Owner and C.E.O. Arnold Noël found his inspiration for starting an all-women

fitness center after working as a therapist at Taunton hospital and seeing patients undergo serious depression after weight gain. Most of those who were undergoing therapy were women.

It wasn't uncommon for the weight gain to be a slippery slope and transform into obesity or even drug or alcohol abuse. Depression and weight fluctuations go hand in hand and often feed one another. Looking to drug or alcohol is a temporary fix, with long term effects. Arnold saw the effects of this first-hand and it motivated him to write a book called Mindset Bodywork, published in 2005, and which can be purchased from Amazon. This book and its response inspired him to open the Body Works Fitness Center.

Arnold is more than qualified for such an endeavor, holding a Master's Degree in Psychology and finishing his doctorate in Law at Boston University. He currently holds the title of Master Trainer, holds a myriad of certificates – some from the American College of Sports Medicine – multiple Black Belts and Sashes in Judo, Aikido, and Kung-Fu. In addition to an amateur career as a kickboxer, he is certified to teach Pilates, Thai Yoga, and as a nutrition coach. His nutrition program was further developed by a software company and has had stellar success treating or alleviating symptoms of major illnesses like diabetes, high cholesterol, hypertension, cancer and many others.

Of course, Noël isn't alone. He has equally passionate people staffed at the center. One of those, Dr. Peggy W. Fellouris runs the facility. Before coming to Body Work Fitness, had a successful career as a Therapist and wrote three bestselling books, "3 Boys and a Boat." "Dancing in the Rain." and "The Man in the Black Cashmere Coat."



*A heated pool means year-round swimming exercise and aqua-based classes.*

They have both cherry-picked a staff of knowledgeable, friendly individuals. Every person that works at the facility is the cream of the crop in terms of personal training, nutrition, and professionalism. Their diversity allows for a like-minded variety of courses, e.g. cross training, CrossFit, metabolic testing, supplements, boot camps, Synergy, Curving Diva, counseling, facials, massage, personal training, group exercise, group pool, kickboxing, MMA, aqua exercise, Pilates, Zumba and more.

All these programs and services make Body Works Fitness one of the premier facilities on the South Coast having something for everyone. No need to have two or three memberships as different locations to meet your health and/or fitness needs – it's all right there under one roof at Body Works Fitness. The programs and services can even be had under your "roof" since everyone gets the Body Works app FREE whether on the Apple store or Android Marketplace. Here is the link to the Android Body Works App.

This means if need to adjust your diet, lose a little or a lot of weight, challenge yourself physically and mentally, you will find a home and the app means that Body Works programs are accessible 24 hours a day – your needs don't depend on a fitness centers hours of operations!

One of the rather fascinating services that Body Works offers is for those who have stubborn fat. Are you one of those that can't lose weight in spite of a strict diet and exercise regimen? When you join Body Works they utilize DNA test to see if there is a biological reason for this stubbornness. Knowing the reason means they can effectively isolate why you are not losing the weight and help you focus on your goals and objectives more efficiently.

Weight loss is an area that Arnold finds particularly rewarding. "Being able to aid another human and help them better their life is pretty powerful. Helping people change their negative lifestyles is incredibly satisfying and something I find very rewarding." explained Arnold. "I will help you rise to your weight loss challenge and get you starting to enjoy the new you. A new beginning starts first in your mind. Mindset is the key for your body to work, and we can help you get the body you desire."



*Body Works understands that every body is different and customizes all the diet, nutrition, and exercises programs.*

He further explained that without motivation many people fail. He feels that having life coaching as an aspect of a health & fitness program as a way to inspire and motivate, is an integral aspect of any exercise program. He feels this is far more effective than simply signing up for a gym. How many people do you know -perhaps you've done this yourself- that

got a membership at a gym, but only went a few times and still paying? This is because signing up isn't enough – you need inspiration and motivation. In fact, you need to start with it.

Once you are fired up, you can access the knowledge base at Body Work, attack a variety of classes until you find the one or the combination of ones that you like. With their help, you will have a cutting-edge fitness plan designed just for you.

If group class is not your thing, or you have a tight schedule, you'll want to meet one of Body Works' trainers who will let you access all the programs and services on YOUR schedule. They will, of course, design a personalized workout plan, and push you. Whether you are part of group or personal fitness programs, you get the same attention.

Want to know more beyond the classes and staff? Body Works Fitness has a heated pool, sauna, full exercise room, Nautilus machines, Celluderm, and free weights.

Having an all-women facility means you work out in a place without feeling ogled, allowing you to stay focused on your goals and objectives. Money an issue? Worried about the cost of a Body Works membership? All of Body Works services and programs are very affordable, and they even offer some great package deals where you can enjoy some substantial savings.

Body Works has a complete schedule that can be accessed online here. The website is incredibly informative and kept up to date, but the best way to see what Body Works offers is to check the facility out. Stop in, tour the facility, meet the staff, maybe even bump into Arnold. Need a little extra incentive? Right now Body Works is offering a special: purchase the metabolism test and a 12 week nutrition plan and receive a 6 month membership FREE. That would also make a GREAT gift!

If you do decide to become a member of Body Works, we would

love to see your progress. Take some before pictures so we can see how effective Body Works is!

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## **Body Works Fitness Center**

500 King's Highway

New Bedford, Massachusetts

Phone: (508) 901-9211

EMail:

*Mon-Fri: 5:00am-9:00pm*

*Sat & Sun: 8:00am-5:00pm*

**Facebook:** [facebook.com/bodyworkswomenscenter](https://facebook.com/bodyworkswomenscenter)

**Website:** [bodyworkswomenscenter.com/](https://bodyworkswomenscenter.com/)

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**Family-owned and operated  
Care Free Homes: almost 40  
years offering quality,  
reliable home improvements**

One of the positive aspects of these spotlights is that you get to meet the people behind the businesses. Gone are the days of flashing neon signs, obnoxious adverts, and people



dressed in costumes waving at commuters. There is such a thing as marketing fatigue and in this day and age, the old fashioned method of advertising is a fossil. A faith based method that is assumed to work. How many of us hear an ad on television or radio and change the channel?

There has been a subtle change. No one cares about bells, whistles, bright flashing signs, and "ad-talk." We've built an immunity and grown to mistrust this form of advertising for the most part. To build trust, rapport or confidence we want to hear what OTHER people are saying. We want to read testimonials. We want to meet the people behind the businesses. We want a relationship with people we are going to give our money to.



*The many smiling faces  
at Care Free Homes.*

How many times have you heard an advert from Care Free Homes? What do you know about them beside the services they offer? If you've followed through and actually hired them, you will of course, know more. However, if you haven't, you would want to know more about them before you used them, wouldn't you? Who are they? Why have they chosen this line of work? Are they passionate about it and love doing what they do? What do they do for the community?

These are all things we want to know. It places what is most important first, instead of last: people. People are the best

asset any company has. Treating your staff right, trickles down to the customer, because a happy staff goes the extra mile, love their job, and that energy is what customers will see.

This is exactly the sort of thing that fuels Care Free Homes. It starts at the top and trickles down through the staff to the customer. Loving what you do and have tremendous pride in that is infectious and if you are a company that places people – staff and customers first you WILL succeed. The mission statement should not be to make a ton of money, it should be people first. The money follows.

This is something that is understood all too well at Care Free Homes. In fact, the Pickup family who own and operate Care Free Homes, made it abundantly clear that the spotlight didn't promote or push sales, but showcased WHO they are and WHY they do what they do. They wanted the South Coast to know that their support for the community is a deeply committed one. That veterans have a soft spot with them and they appreciate what the armed forces do. That they happily give to local charities, give away roofs in their "No Roof Left Behind" program (a community voted program where a free roof is given away), offer \$250 rebates with "Roofs for Troops," and a \$25,000 Home Makeover which included a new roof, vinyl siding, and windows. They offer a variety of ways for everyone to benefit from the many discounts they offer. They do these things, not because they have to, but because they WANT to.



*Care Free Homes frequently gives back to the community in a variety of ways, and the "No Roof Left Behind" program is just one of them.*

Why are these things important to the Pickup family and their extended family, the staff? Because they grew up right here. This is their community. They have been here for generations and will continue to be here. They raise and are raising family here. Their kids play sports in these schools. Care Free Homes has been in Fairhaven for almost 4 decades.

You'll spot not only Dana's sons, but his veteran craftsman brother Bob, and Nate's wife Stephanie who serves as the Marketing Director. Who is the extended family? I'll use Stephanie's words, since I can't improve upon them: "Kerri Finnerty is our customer service representative, Erin is one of our marketing gals, and Joe Martone is our favorite, blue eyed sun-room guy. We're all Pisces which explains why we happily share office space! Haha!" In addition, they have an extended family in manager and human resources personnel Andrea Caruso and customer service rep and marketing coordinator Erin Conner.

The company got its start 37 years ago when current President Dana Pickup, Sr., after realizing there was a local need for a quality, reliable home improvement company. Give the people what they want. Initially, Dana's company was a small roofing, siding, and window business run entirely out of his dining room, before it evolved into the full service home improvement and construction company it is today.

Within a year, word spread that Dana Pickup had something special and he outgrew the humble dining room office. Eventually he purchased and remodeled an old farmhouse and

they have been their ever since. Today his sons Nathan (Company Vice President), Russell (Sales Manager), and Dana Jr. (Project Manager) are partners in the business. But it doesn't stop there – if you need some convincing on whether one of the South Coast's largest home improvement companies is family owned and operated, just take a gander at the company's about page.

The veterans programs and discounts are a direct product of Company Vice President, Nate Pickups military service. After earning his bachelor's degree from the United States Military Academy at West Point in 1997, he served as an infantryman in the U.S. Army and had tours in Bosnia and Afghanistan. After serving as a commissioned officer for 5 years, he returned home to work in the family business yet continued to serve in the Massachusetts Army National Guard.



*You will likely spot the Pickup family and Care Free Homes staff, out and about the South Coast in a variety of special events.*

Nate and Stephanie – who is also the co-founder/author of Our Heroes' Tree, a national initiative and e-book which honors the service and sacrifice of the nation's military and their families – have a soft spot for military personnel and their backgrounds not only define who they are, but define their business ethic. This why they offer these steep discounts and run programs where they give away roofs worth tens of

thousands of dollars. In fact, talking with Stephanie one day, she seemed genuinely bummed out that she hadn't found a way to give away an entire home. Her eyes lit up with the possibility of doing something like that.

If the Pickup men are the muscle and brains of the operation, Stephanie is the heart and brains of the company. She simply does not mention Care Free Homes without bringing up anecdotes about the people the company has touched through the discounts, Roofs for Troops and other programs. In fact, she virtually fought back tears when sharing many anecdotes about the homemade cars, notes, and gratitude she gets frequently. She feels that seeing firsthand the dramatic effect a new room, roof, or renovation has on a family's life is the most rewarding aspect of her job.

One anecdote in particular even got me a little teary-eyed. I also have a soft spot for the military, particularly older veterans, so it doesn't take much. When Care Free Homes ran their "No Roof Left Behind" program, a WWII veteran's son nominated his dad to win the free roof. When 94 year old Manuel Leite got wind of it, he made his son call Care Free Homes' office and strike his name from the list. The veteran didn't want something he didn't work for, and felt that it would be better if someone else who needed it, got the roof.

Stephanie wanted to talk to the veteran herself to see if she couldn't convince him to remain in the drawing, but he didn't budge an inch. "Fighting" a WWII Marine veteran is a losing battle – that is one dog that has no quit.

As I mentioned above, Stephanie has a huge heart and was in no way letting this veteran ride off into the sunset. She was as determined to honor this amazing individual as he was in refusing it. She contacted friend and coordinator of the Fairhaven Veteran's Day Parade, Gerry Payette to see what could be done.



*Marketing Director  
Stephanie Pickup with  
94 year-old WWII  
veteran Mr. Manuel  
Leite and his son  
Russ, on Veteran's  
Day.*

It was decided that Leite, who was shot through the lung while invading Saipan and was awarded the Purple Heart, would represent all WWII veterans as the Parade Marshal in the Fairhaven Veteran's Day parade this year. Unfortunately, as we all know, rain canceled this year's parade. Like the trooper that Mr. Leite is, he simply responded with a "Looks like I'll have to stick around for another year!"

This type of compassion and empathy characterizes the Pickup Family. They don't separate who they are who what they do. They treat their employees and customers as extended family. They love waking up each day and doing what they do and have a deep passion for it. And it shows in stories like this one.

You may be thinking "All that is fine and dandy, but at the end of the day, are they qualified, are they reputable and are they affordable?"

Care Free Homes has been an A+ member of the Better Business Bureau for over 20 years, they are fully licensed and insured in Massachusetts and Rhode Island, have received the GAF Consumer Protection Excellence Award, a Best of Houzz for Service Award, and 10 *consecutive* Great Reviews Badge on Guild Quality.

The entire family and extended families biographies and qualifications can be read on the About Page. The university degrees, credentials, qualifications and decades of experience are simply too numerous to list.

Suffice it to say, that if you are a homeowner seeking a local, quality home improvement and construction contractor, especially roofing, siding, and window services, you couldn't find a more qualified, knowledgeable and experienced company. roofing, siding, and window services. If you are looking for guarantees, Care Free Homes, won't take a penny from you until the project is complete and you are satisfied. In fact, they would never take a deposit for any of our exterior home improvement projects. That's putting money where your mouth is. They are that confident in what they do.

All the product warranties are backed by a 10 year workmanship guarantee. As GAF MasterElite, Harvey Elite Series and Mastic Elite contractors – they offer warranties to their customers that a handyman in a truck could never provide.



*Contact the folks at Care Free Homes to see what current deals, sales, sweepstakes or discounts are available.*

Looking for a deal or discount? If you are serving in the military, you are eligible for the \$250 Roofs For Troops Rebate and military discounts. Not in the military? Inquire

about their Fall into Winter Savings which can save up to \$2,500 or get free financing for a year. The website is jam packed with a full list of services and high quality products that they offer . In addition, you can schedule a FREE quote online. Of course, you can get a good idea of what Care Free Homes is from their website, but nothing beats talking to a living, breathing, person. Remember days when customer service had live people?

Since the entire company is comprised of locals, you will likely recognize someone from this article. They buy local, play local, are always at local events, and of course, supporting their children at local sporting events. Of course, the best way to get an idea of who they are, what Care Free Homes does, why they have been so successful at doing it, is to give them a call and meet someone from the family. No impersonal website, no automated voices, no corporate sales people – family.

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## **Care Free Homes Spotlight**

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### **Hours of Operation:**

*Mon-Fri: 8:00am-5:00pm*

**Facebook:** [facebook.com/carefreehomes](https://facebook.com/carefreehomes)

**Website:** [carefreehomescompany.com/](https://carefreehomescompany.com/)

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# Somerset Tours & Travel – passion driven service with the goal of making your travel dreams come true

I know you are probably thinking “A travel agency?” Yes, a travel agency! Sure, they are as ubiquitous as coffee chains, gas stations, cell phone stores and pajama pants – but, lend me your ear...er...eyes.

Commonplace is a good thing. We live in a capitalist society and that means, for any business to survive when the services they offer can be found readily, they must competitively price these services and products. The consumers win. Once the prices bottom out and every business is on the same page, what then separates a business is the quality of service and the products. Another win for consumers.



*Everyone at  
Somerset Tours  
and Travels has  
the same passion*

*for travel as you  
do.*

Not everyone gets this. You'd be surprised how many business owners don't. They abide by the maxim "Location, location, location." as if it's the "be all, end all." It's certainly a fine start. Superlative customer service, frequent and intelligent marketing, and high quality products need to accompany that maxim or that business is doomed to fail.

When a business owner is aware of this and dives headlong into offering these things, their business will make all the others look like hacks, amateurs, and ham 'n eggheads. Recently, a travel agency made headlines for taking a number of people's down payments for trips, and high-tailing it, so it's good to let people know which businesses take these things seriously. And it's even better to recognize businesses and business owners who consistently offer affordable prices, professional, warm service, and have integrity and pride in doing what it is they do.

One of these businesses is Somerset Tours & Travels, owned and operated by Kathleen Scallon. Kathleen retired from the U.S.P.S. as a letter carrier in 2007 and was in a position where she had to decide on a new career path. She thought to herself "If I had hit the lottery and didn't need to work for money, what would I do?" The answer was an instantaneous one: Kathleen's fondest memories in life revolve around travel. In fact, before becoming a letter carrier straight out of high school, she attended and graduated from Johnson & Wales with a Travel & Tourism Marketing Degree. Life just seemed to take her into another direction.

Now, she could reconnect with that passion that she had put on the back-burner for decades. She started to rekindle this passion by taking a gig at a travel agency in Rhode Island for a few years. She attended every class she could from here to Florida, with the goal to stay current in the industry, learn

about the newest technology and hottest destinations. In spite of amassing a number of certificates along the way, her eagerness to learn has never waned and she continues attending these seminars and courses.



*Not a toes in the sand type of traveler? How about a European vacation?*

She is assisted by a number of independent travel advisors. Susan LePage and Wendy Roberge who are veterans with more than 40 years combined in the industry. Wendy is a special needs teacher in New Bedford, is studying and actively training to be a travel adviser. Susan LePage is a 30 year experienced travel agent and very knowledgeable in many areas. Her daughter, Kayla Freeborn who has first-hand experience having traveled all over the world, first with Royal Caribbean Cruise ships as a principle Figure Skater, now as a Flight Attendant for American Airlines. There is even a Disney specialist, Deanna Whitten, a golf specialist Connie Palagi, who has golfed in the most beautiful golf courses in the US and Europe. They have all the angles covered!

She recently added to her team world renowned traveler, Bryce "Catch me if you can!" Gruwell, who spent 6 years touring with

“Holiday On Ice” throughout Europe AND Asia, Bryce is also an American Airline’s flight attendant. This guy knows everything there is to know about every major city in Europe, the best places to eat, where NOT to go eat, where you simply have to visit, all the “must dos” and “must don’ts.”

Kathleen and the staff at Somerset Tours & Travel simply want to reach those people who have the same love for traveling, especially those who incorrectly think that it can’t be done affordably. They see travel as a way to experience life in a deep way. While a vacation may only be a few days long, the memories formed at these destinations with some of the most important people in your life, will absolutely last a lifetime.

They want people to know that you should go to those places and have those types of vacations that you DREAM about. They feel that the wrong way to approach a vacation is “What can we afford?” Kathleen and crew want to find a way to change your initial question to “We can go anywhere on the planet. Where do we want to go?” They will find a way to make your dream vacation happen and feel it shouldn’t be any other way. You can go anywhere you wish!

They are so determined to prove this point that they offer payment plans for as far out as two years in advance. In addition, Somerset Tours & travels offer a Best Fare Guarantee (BFG) Program – they will beat any competitor’s rate for the same package. All you have to do is show them a written quote for the same vacation – of course, you will have to confirm a reservation with Somerset Tours & Travel. It doesn’t stop there – they will not only match it, but give you a \$25 Visa gift card or perhaps even a \$100 one!



*Call Somerset Tours and Travel to find out how you can see the hottest new Cruise Ship to arrive in Miami, on Sunday Dec 20. Refreshments will be served!*

"What is value?" started Kathleen when asked about affordability. "Getting more than you pay for: it's not getting it cheaper, it's getting it **better** at the best rate possible. There is a *huge* difference between great value and the cheapest price. As the old saying goes 'You get what you pay for!' We hold our clients hands if need be – we want to remove all concerns and allow them to enjoy themselves. From the planning stage until they arrive safely home. Your vacation is not only a huge investment but a lifetime of memories."

So whether you're thinking of a tropical paradise, a European vacation on the Rhine or Danube, a romantic getaway, a historic trek or an exotic adventure in Africa or Asia, Somerset Tours & Travels wants to make that happen. Of course, there are other reasons besides "Just to get away." for getting out there – Somerset Tours & Travel will help you with your honeymoon registry, special needs travelers, a specific cruise line or air carrier, gift certificates or anything "extra."

How determined? Kathleen has actually driven customers to Logan Airport herself to make sure it happens. That's

customers with an “s”!

The job of a travel agent is not only to make your dream vacation happen in an affordable way, but remove all the worries and time consumption of arranging these trips. Otherwise, you would just do it yourself. Somerset Tours & Travels gets promotions from their vendors on a **daily** basis. They need to fill the buses, planes, and resorts and when they don't fill, they have to offer steep discounts.

Beyond all the deals, discounts and service is a burning passion. I know – I drone on about having passion in these spotlights, but it's integral to a business and to customer service. In my opinion, it's the foundation for success. When you discover a business full of people who love their job, you know that you are going to get taken care, perhaps get more than you asked or paid for. You get that at Somerset Tours & Travels. You don't have to take my word for it, you can read the reviews of satisfied customers. A perfect 5 stars!

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## **Somerset Tours & Travel Spotlight**

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### **Hours of Operation:**

*Mon, Tue, Thurs, & Fri: 10:00am-7:00pm*

*Wed: 12:00pm-4:00pm*

*Sat: 10:00am-5:00pm*

*Sun: By Appointment*

*CTA (Certified Travel Associate), member of ASTA, (American Society of Travel Agents), IATA ( the IATA Card is the ONLY globally recognized industry credential for the travel professional. CLIA ( Cruise Line International Association)*

**Facebook:** [facebook.com/somersettravel](https://facebook.com/somersettravel)

**Website:** [somersettours.com/](https://somersettours.com/)

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