

ARTS & LIFESTYLES



Our House

in Autumn **B1-B7**

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LEISURE

Come for the shopping ... stay for the stories

Women's EXPO returns to Middle Country Library on Thursday, Oct. 4

BY DONNA NEWMAN

A dozen years have passed since the first Women's EXPO at the Middle Country Public Library in Centereach. The number of women entrepreneurs exhibiting has grown, as has the number of attendees and library services available to women establishing businesses. By any measure, the Women's EXPO, a creation of the Middle Country Library Foundation in partnership with the Long Island Fund for Women & Girls, has accomplished all it set out to do — and more. Last year, the EXPO drew 2,000 visitors. This year, they hope to use social media to attract even more. So look for "Women's EXPO LI" on Facebook and share it.

For a single day — Thursday, Oct. 4 from 11 am to 6 pm — the library will be transformed into a showcase and marketplace for Long Island women entrepreneurs: artisans, importers, designers and distributors of products such as jewelry, clothing, fine art and crafts, pottery, children's items, specialty foods, home accessories, paper products and more. "EXPO has grown from a small show to a highly anticipated event, with many attendees returning every year, eager to see their favorite vendors and meet new ones," said event coordinator Elizabeth Malafi.

"It's such a fun day," added MCPL assistant director Sophia Serlis-McPhillips. "The energy, the camaraderie among the exhibitors and the shoppers and the many volunteers who make the day run so smoothly is terrific. We're thrilled that the EXPO has kept its momentum." As in the past, the biggest draw of the day is the remarkable women attendees will meet. For many of these women, their business ventures represent a new direction. For some, it's the fulfillment

of a lifelong dream. For most, it's a path to economic independence and security.

Liz Glasgow

Liz Glasgow was an architectural photographer for three decades until the economy soured and the building industry tanked. "I had a lot of time on my hands," she said. Glasgow's mother was fashion illustrator Hilda Glasgow, whose drawings adorned the pages of Vogue and luxury catalogs from the 1940s through the 1970s. Hidden away for decades, Hilda's original drawings gave her daughter an idea. She would photograph the drawings and share her mother's talent with the world.

Beginning with prints of excellent quality, Liz found a market. She decided to make more affordable items, so note cards came next. When she exhibited at the EXPO last year, she was "pleasantly surprised," making sales and connections. "It was a nice boost," she said. "The younger kids think Mom's drawings are cool. They watch 'Mad Men' on television. My generation loves retro stuff — it's nostalgic. And then there are the women who actually wore those clothes. One 80-year-old said to me, 'I owned that dress!'"

Two years after she launched The White Cabinet (the storage place of the drawings and, thus, the name of her business) her mother's art is for sale in nearly 50 stores nationwide, and in England and Japan. The line now includes stamps and gift wrap, mirrors, magnets and mugs. "What started as a labor of love," Glasgow said, "has turned into something pretty cool." She's developing new skills, traveling for business and enjoying the ride. With pride, she added, "My doing this has inspired some of my friends to try new things."

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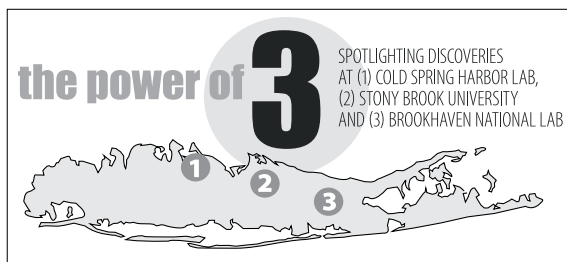
Photo from the Middle Country Library

Marlene Feehan and Sara Fade, MCPL; Anne Marie Esposito, Sparklefly Candle; Liz Glasgow, The White Cabinet; Carol Curtis, MCPL; Alicia Randolph, Pandora's Products; Diane and Kaitlin Falvey, Iris & Lily.

KNOWLEDGE

SBU's John Wiens studies evolution and ecology

Associate professor and his team look at stages of frog reproduction: egg to tadpole to frog



BY DANIEL DUNAIEF

An attacking snake causes the eggs of most red-eyed tree frogs to hatch immediately, sending young tadpoles that were developing on leaves in the air to plunge into the water below to escape the slithering predator.

This is just one of many life-history strategies frogs have developed over the more than 200 million years since they started snatching insects and hopping and lunging around waterways.

While just over half the frogs in a survey of 720 species of frogs around the world follow

the same life history they employ on Long Island — namely, laying eggs in water, hatching as tadpoles and developing into frogs — the others go through a range of reproductive cycles, including laying eggs out of the water (like the red-eyed tree frog) or even developing directly (i.e., hatching as frogs).

Those frogs that develop directly are found primarily in moist, warm regions in the tropics.

Stony Brook Associate Professor John Wiens, in collaboration with Ivan Gomez-Mestre from the Donana Biological Station in Seville, Spain and Alexander Pyron from George Washing-

ton University, wanted to know how these different reproductive strategies evolved and why so many frogs continued to employ the aquatic approaches.

"It seems like laying eggs terrestrially is great because the eggs are out of the water and are protected from aquatic predators, but at the same time, that comes with a cost," Wiens suggested.

Indeed, the frogs that lay eggs out of the water typically produce fewer offspring. There's a mechanical explanation for this: the eggs are larger but the momma frogs are the same size. The eggs of direct developers also need to contain all the resources necessary to become a frog.

Frogs that lay eggs in the water, on the other hand, can lay more and smaller eggs, because the tadpoles can feed themselves. The squiggly swimmers can eat algae that they scrape off rocks, bacteria at the bottom of ponds or invertebrates like freshwater shrimp. Some tadpoles, Wiens pointed out, eat other tadpoles and, in some species, the mothers feed the

tadpoles with unfertilized eggs.

But, as with the red-eyed tree frog, some of these amphibians have stayed with what might be considered an evolutionarily intermediate stage: instead of choosing direct development or aquatic development, they place their eggs outside water, until they hatch into tadpoles.

In South America, for example, glass frogs have been laying their eggs outside of water for over 50 million years. Once they hatch, tadpoles breathe and eat in the water until they become frogs. For glass frogs, this isn't a true intermediate stage, because they never evolved into direct development.

For some frogs that make the evolutionary hop from aquatic to direct development, however, the intermediate steps may not be necessary.

"In about half the cases in which direct development evolves, it seems to evolve directly from the primitive mode," Wiens offered. While it is possible that intermediate stages occurred in these frogs,



Photo from John Wiens

Associate professor John Wiens and Brazilian giant toad.

the results "suggest it would have had to do so relatively rapidly."

Frog reproductive cycles can provide insight into medical questions or problems.

There is an extinct frog that was a gastric brooder in Australia. That frog kept its eggs and young in its stomach. Somehow, during its reproductive cycle, the frog turned off its gastric juices, allowing its

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LEISURE

Women's Expo

Continued from page B15

Anne Marie Esposito

Anne Marie Esposito's first attempt at creating a candle business 12 years ago didn't pan out. "We had a great product," she said. "We just didn't know how to market it." But she continued creating scented candles as life intervened — marriage, a family and a job kept her busy. The dream remained. The Sparklefly Candle Company was launched last October with the help of supportive family and friends. The company name represents Esposito's desire to "spark something" in her customers — "be it creativity or emotion or generosity ... or responsibility," she said. Recycled product containers get customers a 10 percent discount on refills. The tumblers can also be repurposed in a variety of clever ways.

"That I was chosen to be a vendor is very exciting," said Esposito. "I'm looking forward to meeting other small business owners, learning from and supporting them."

Esposito started out with home parties and a virtual store on the online shopping site Etsy. She really loves customizing candles for just the right touch. One idea is to create favors with custom scent, color and embellishments. So now she sells through the online wedding site www.theknot.com.

Her candles come in a variety of sizes and scents, and there are also sparkle stones and reed diffusers, which provide flameless alternatives. "My products can help people

create something magical in their own homes. They go with everything — fit any style — add beauty and fragrance." Maybe most important to her is the example she's setting for her children. "I want them to go after their dreams!"

Diane and Kaitlin Falvey

Diane and Kaitlin Falvey, a mother and daughter team, have turned Diane's longtime crafting hobby into a clever new endeavor: Iris & Lily — handmade tech cases, albums and books. A year ago, shortly after they began selling handmade cases for tablets, eReaders and iPhones on Etsy, they had so much business that Kaitlin quit her day job. "It's really fun for us to be able to express our creativity this way and have outlets where we can show our work and see the reaction. It's much more than a business. It's such fun and so much a part of us," said Diane.

All of their designs are original — they use no patterns. Despite their very different tastes, they say they work really well together, brainstorming ideas and improving products. "I'm old — she's young," Diane pointed out, "but we've learned to trust each other's instincts and perspectives. Between us we come up with some really good stuff." Through their virtual store they fill orders globally.

"My favorite part is sending custom orders," said Kaitlin. "It's fun to do something for one person, that they're going to receive and know they're going to love it." To which Diane quickly adds, "And come back for

more!" With a focus on customer service, the pair tries very hard to make sure customers get the products they want — and are happy with what they get. That requires keeping up to date. The morning after the iPhone 5 went on sale, their cases for the latest model were prominently featured on their Etsy site.

Alicia Randolph

Shortly after Alicia Randolph moved to New York from her native Florida, she met a spiritual mentor who guided her "down a path of energy, healing, herbal wisdom" and taught her how to include this in her everyday life. Thus began, as she put it, "a never-ending quest for balance and homeostasis," both in her own life and, eventually, helping others find it, too. Randolph is a Usui Reiki Master, and has earned certification in aroma, crystal and chakra therapies. She turned a love of food and experimentation into a catering business. Her raw, vegan delicacies are currently sold in two Long Island locations.

In 2009, Randolph founded Pandora's Products, skin care items that use only natural, fresh, essential oils and are sold in environmentally friendly recyclable packages. As her website declares, "The actual crux of Pandora's Products is natural and organic salves, massage oils, tattoo ointments, bath salts, etc. Not such a bad gig, doing what you love ... and yes, I'm still finding more and more ways to heal. So please join me on the journey, in any way you can." Her journey officially became a voyage for two, with



Photo from the MCPL

Liz Glasgow and some of the items she created using her mother's artwork.

nuptials on Sept. 22.

Women's EXPO will be held at the Middle Country Public Library, 101 Eastwood Blvd., Centereach. Admission to the EXPO is free, but it is hoped that guests will purchase raffle tickets to put in contention for the gifts of their choice. Proceeds from the raffle go to the Miller Business Center, which offers support services to the community. Lunch, catered by Fifth Season of Port Jefferson, is available for purchase at the EXPO Café from 11 am to 3 pm. EXPO attendees can also buy dessert and a cup of Tea at Half-Past Three.

For further information, call the library at 585-9393, ext. 296 or visit www.womensEXPOli.org.