

# Barter Smarter

*Barter News for Long Island Business*

The Newsletter of the National Commerce Exchange of Long Island • Fall 2017

## FROM THE PRESIDENT

### *What Can NCE Do For Me This Fall?*

By Joyce Tash

As the summer winds down, our thoughts turn to fall and all there is to do. You should be asking yourself: "What can NCE do for me this fall and upcoming holiday season?"

This newsletter focuses on good health for you and your family, as well as products and services for your children. As you get ready to send them packing off for another school year, here are some trading tips to keep in mind:

- Keep a running list of needs and wants and speak with your NCE trade broker regularly.
- NCE has an open door policy and always has products available for purchase. Come visit us often.
- Send us an e-blast to send out to the NCE membership to generate additional business for you.
- Tell us about your positive trade experiences. Send an email to [news@ncetrade.com](mailto:news@ncetrade.com)
- Remember the "power" of NCE: the members you buy and sell from are part of their own business and social networks.

How you treat your NCE customers can directly impact the cash referral business you stand to receive. Here are a few examples: The landscaper who did plantings for one NCE member got cash jobs on either side of her home; the window cleaner and power washer on the South Shore got a job at the next door neighbor's

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## NCE Introduces New Phone App, Improved Website, Green Billing

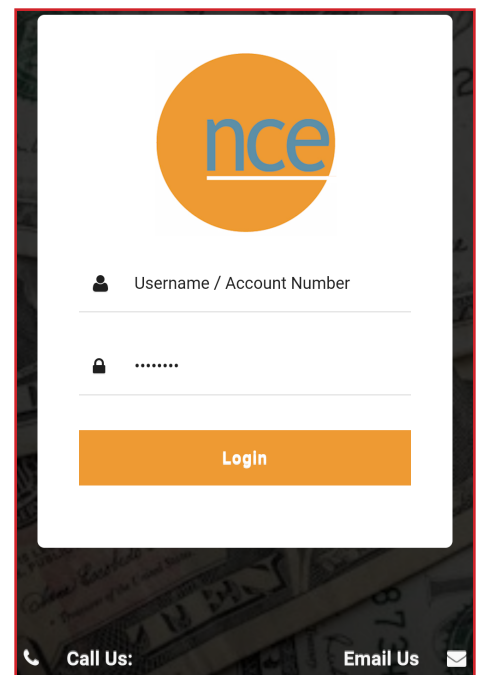
High tech has come to barter on Long Island.

The National Commerce Exchange is now employing a number of techniques to make bartering easier, more practical and more efficient for members.

"Our goal is to make trading even more cost effective," said NCE CEO Kenneth Paer. "If transactions are easier to make and process, everyone benefits," he said.

To keep up with technology and make bartering easier, a new and improved phone app is in the works. The updated app will allow you to view the newest NCE members, search members by category or location, and authorize transactions.

The NCE website—with similar features to the app—is now featuring an NCE Marketplace, where members

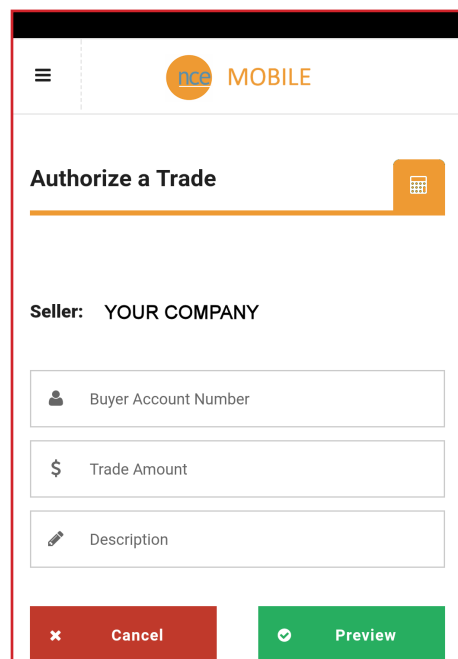


### Sign in to NCE on your smartphone!

can post personal and business items they would like to sell on trade. It provides a great place to explore and do member-to-member shopping, process transactions, make payments, review statements and account balances, order Convenience Cards, and add items to the Marketplace. Items currently on the Marketplace range from a diamond tennis bracelet, tools, a coffee table, area rug, vacuum cleaner, and paper shredder—and the selection is constantly changing. The website works well on smartphones, too.

Soon members will be able to purchase QR certificates. QR certificates function just like paper gift certificates, but can be emailed to you. The certificates are also downloadable to the app, which can be used at restaurants or

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Authorize a trade on any mobile device!

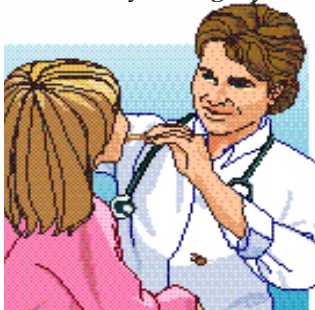
# NCE Health & Wellness

NCE has lots of members ready to help your entire family—and your entire home—stay in shape for the busy fall season. Check out the sampling of categories of goods and

services on this page and call your NCE trade broker at 516-935-2280 for suggestions of merchants eager to help you and your entire family.

## HEALTHY ADULTS

- Acupuncture
- Chiropractors
- Dermatologists
- Holistic Medicine
- Lasik Eye Surgery



- Licensed Massage Therapy
- Nutritional Counseling
- One-on-One Personal Training
- Opticians
- Salt Cave
- Teeth Whitening & Cosmetic Dentistry
- Yoga/Pilates

## HEALTH & WELLNESS

- Periodontists
- Orthodontists
- Oral Surgeon & Allied Specialties
- Optical Exams & Glasses
- Healthy Food Delivery Service
- Gluten Free Bakery

## KIDS HEALTH & WELL BEING

### ACADEMIC

- Day Care
- Nursery Schools
- Accredited Day Schools
- Special Needs Programs

### PHYSICAL FITNESS

- Gymnastics
- Interactive Gym
- Laser Tag
- Dance
- Karate
- Horseback Riding
- Sports Skills
- Bowling
- Roller Skating
- Mommy & Me
- Tennis
- Baseball



## KIDS PARTY PLACES

- Horseback Riding
- Tennis
- Interactive Gyms
- Roller Skating
- Karate/Martial Arts
- Inflatable Party Centers
- Spin Art
- Baking
- Laser Tag
- Chocolate Design
- Baseball/Softball/Dodgeball/Relay Races Grassball/Bowling
- Gymnastics
- Climate Controlled Indoor Sport Facilities
- Tactical Nerf Parties
- Glamorous Spa Parties
- Tactical Dodgeball
- Superhero/Little Chefs/Cheerleading Parties
- Mock Slumber/I Spy/Crazy Science

## ADOLESCENTS & TEENS

- One-on-One Coaching
- Tutoring
- College Essay & Application Assistance
- Regents Exam Tutoring
- Clothing Stores
- Special Needs Programs



## HEALTHY ENVIRONMENT

- Power Washing
- Window Cleaning
- Vent & Duct Cleaning
- Carpet Cleaning
- Marble Cleaning
- Dryer Vent Cleaning
- Carbon Monoxide Sensors
- Organic Lawn & Tree Spraying
- Water Purification
- Solar Heating

# NCE Media

## Using Barter to Make Advertising More Effective

Turning barter credit into cash is a pretty good deal, and that is exactly what two longtime NCE members have been successfully doing for years.

They are using their trade credit to advertise in a variety of media to bring in cash customers. As an added bonus, their barter customers have been so pleased with the service they receive that they frequently recommend friends and neighbors—cash customers—providing still more business.

“I view NCE as an advertising agency for my business,” said Arthur Katz, owner of Knockout Pest Control, one of the largest pest management companies in the region. “I treat NCE as if their role is to bring customers to me.”

Knockout currently advertises in weekly newspapers and coupon books, targeting their message directly to areas they serve. They have also run a series of radio commercials which blanketed the entire market they service. The company, known for exceptional customer care, services all of Suffolk and Nassau Counties, Westchester, and the five boroughs of New York City.

In business since 1975 and an NCE member since 1981, the firm currently has an advertising budget exceeding \$250,000.

Mr. Katz said he considers NCE charges as an advertising expense. “I view NCE fees as advertising commissions, not charges,” he said. “NCE advertising is better than other ads you can run because you have to pay for non-barter ads whether you get business from them or not. You only pay



NCE a commission when you get business that is referred by them and use those trade dollars to purchase advertising.”

He said he thinks of NCE as a credit or debit card. “I consider my NCE credit as money sitting there, waiting for me to use it to bring in more business.”

### Advertising Jewels

Another longtime NCE member has applied many of the same business advertising principles to a completely different field. Glenn Bradford, who along with his wife, Sharyn, own Glenn Bradford Fine Jewelry with stores in Port Washington and Southampton, advertises heavily in magazines and weekly newspapers in his market and prints postcards and a jewelry catalog in full color.

“I use trade dollars for my promotional needs as much

—Continued on page 4

**BEES or WASPS?**  
We can knock them out!  
\*Special Offer Only Valid With This Ad

**18%\* Discount**

SERVING METRO NEW YORK  
**KNOCKOUT**  
PEST CONTROL, INC. SINCE 1975

**1-800-244-7378**

\*Applies to new services only. Cannot be combined with any other offers

**BEDBUGS?**  
We can knock them out!  
\*Special Offer Only Valid With This Ad

**18%\* Discount**

SERVING METRO NEW YORK  
**KNOCKOUT**  
PEST CONTROL, INC. SINCE 1975

**1-800-244-7378**

\*Applies to new services only. Cannot be combined with any other offers



Two NCE members are among those using barter dollars to bring in cash customers. Above are print ads promoting Glenn Bradford Fine Jewelry, with stores in Southampton and Port Washington. At left are successful ads running throughout Long Island in weekly newspapers and coupon books for Knockout Pest Control.

## Advertise On NCE Member Long Island Radio Stations

Call NCE now for details: 516-935-2280



Music that makes you feel good!

Real variety from the 90s, 2K & today!



Classic Hits of the 70s, 80s and more!

Long Island's home for everything that rocks!



The hits of a lifetime!



### Build Business by Advertising in Natural Awakenings Magazine.

Each month this attractive magazine provides its readers with the tools they need on their personal path to health and wellness! Think of it as a guide to a healthier, more balanced life. If your advertising message is targeted to an affluent, well-educated and health-conscious reader, this magazine is perfect for you! Available free at hundreds of Long Island locations, including health food stores, fitness centers, book stores, and health care centers.

**FOR ADVERTISING DETAILS CALL KELLY MARTINSEN NOW: 516-587-6517**

## NCE Members Use Trade Dollars To Make Their Ads More Effective

—Continued from page 3

as possible," Mr. Bradford said. "It preserves our cash and allows us to do more advertising than we would normally be able to do."

The stores have done major photo shoots with Brooke Shields and Christie Brinkley, resulting in a series of stunning full color print ads. All jewelry in the stores is custom-designed and hand-made. The firm's 30-years of award-winning designs have been sold at Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue, and other leading stores.

"We find that our barter customers bring us cash business, too," Mr. Bradford explained. "Barter customers tell their friends about our custom jewelry and service. Their recommendation often brings us new cash customers."

The multiple award-winning jewelry designer is planning to double the size of his Port Washington location, necessitating major renovation of a vacant store next door. He said he plans to use NCE members as much as possible, including for an alarm system, phones, and infrastructure of the store. "Before I spend cash I always ask NCE if we can do what I need on trade."

## NCE Introduces New Phone App, Improved Website, Green Billing

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other members who now accept NCE Convenience Cards.

NCE tracks the QR certificates electronically and keeps a record of your balance. You do not have to spend the total on the QR certificate and the balance remains as a credit. QR certificates make great gifts, too. Ask your trade broker for further details about this new way to use trade credit.

NCE members can now elect to receive green statements. This feature is ideal for members who wish to have their statements emailed to multiple recipients or directly to their accountant. Remember, opting in to autopay allows you to have your monthly fees automatically charged to your credit card, saving you time and money.

NCE e-blasts, emails listing the latest items available on trade, can now also be sent to additional email addresses, as long as the recipient is authorized to use your account. You can "Like NCE" on Facebook, too.

NCE has come a long way from the days when trading ledgers were kept by hand in big books. As NCE approaches the conclusion of four decades of bringing businesspeople together on Long Island, the way bartering is conducted may have changed to keep pace with the times, but the goals of acquiring new clients, conserving cash, and finding ways to make your business more profitable have remained the same.

Attention NCE Members:

**Advertise Your Product or Service in the next**

*Barter Smarter*

Reach ALL NCE Members In Print • On the Web • By Email  
for details call now: 516-935-2280

# NCE Food

## Farmingdale's Thyme On Your Side Fulfills Owner's Passion for Natural Foods

Local homemade gourmet natural food is the passion of Kristina Grimes, the owner, chef and creator of Thyme On Your Side in Farmingdale, which calls itself an artisan market and café.

The 25-year veteran of the food, hospitality and travel industry is the daughter of Long Island Italian and Irish-American parents, so naturally, she says, "my life has always revolved around food. Every occasion, happy or sad, was always a food fest. At a young age, when most kids had no idea where their lives were headed, I knew exactly what I wanted to do: to be a chef."

Her food philosophy is simple. She uses local food products, little if any preservatives, and organic foods whenever she can. "In addition," she said, "I try to keep prices reasonable so that everyday families can afford quality food. After all, I have an 'everyday' family myself."

She prides herself on the store's own homemade jams, jellies, pies, BBQ sauce, ketchup (both regular and chipotle), and a wide selection of cookies. While some menu items remain constant, many change as local produce becomes available. A recent feature of beet salad, for example, is only prepared if quality local produce is available. Ms. Grimes likes to frequent the area's farmers' market. "What is fresh at the market on Sunday will be on our menu on Monday," she said.



The shop features many locally sourced foods, including soda from Boylan Beverage in Brooklyn, "the best pickles and pickled green tomatoes" from Pickle Me Pete in Hicksville, and coffee from Georgio's Coffee Roasters in Farmingdale

The store has a small seating area, and features mostly take out foods. Sweet Thyme, a division of the food company, has to-go desserts, pies, jams, cookies, and their own granola, and Mama Dina's, a second division named after Ms. Grimes' mother, "makes anything Italian" including delicious meatballs, homemade sauce and rice balls.

Many of their products are also available at the Farmingdale farmer's market on Main Street at the Village Green on Sundays from 10 a.m. through 3 p.m. until Thanksgiving.

Originally located in Bethpage, the shop recently moved to its current location at 396 Conklin Street, in the Village of Farmingdale, which necessitated re-doing much of the store. Through NCE she was able to obtain a refrigerated sandwich and salad counter and kitchen equipment "which I otherwise would not have been able to afford," she said. Expanding the new location, which is now in the planning stage, will soon require the assistance of NCE plumbers, electricians and a sign company. "We are growing faster than we thought we would," she said.

### From the President:

### What Can NCE Do For Me?

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home for cash; an NCE member bought her wedding cake from an NCE specialty bakery and the catering facility the bride was using, also an NCE member, was so impressed with the cake that he now orders all of his wedding cakes with this specialty bakery for both his cash weddings and his trade weddings.

- You never know where the next recommendation is coming from, but if you treat your NCE business with the same integrity and respect as you treat your cash business, cash referral business is sure to follow.

Let us hear from you! Please don't hesitate to reach out to me at the NCE office. I'm always happy to speak with you.



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was cleaned?***

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## New and Noteworthy NCE Restaurants

Many great new restaurants now welcome NCE members. For a detailed list of restaurants visit the NCE website or smartphone app. It is important to

• **BIVIO**  
1801 East Jericho Turnpike  
**Huntington**  
631-499-9133  
biviohuntingtonny.com  
Classic ristorante Italiano  
Use NCE cards Sunday-Friday

• **BOCCONCINI'S DELI AND PIZZA**  
1965 New Highway  
**Farmingdale**  
631-752-7710  
bocconcinisdeliandpizza.com  
Delicatessen and pizzeria, also offering full service catering  
Use Convenience Cards Monday-Saturday

• **CARVEL**  
392A North Wantagh Avenue  
**Bethpage**  
516-931-7906  
Use Convenience Cards 7 days a week

• **CASA DI FRATELLI**  
477 Old Country Road  
**Westbury**  
516-385-3700  
casadifratelli.com  
Cucina Italiana  
Use NCE Gift Certificates Sunday and Tuesday-Thursday for dinner, and Friday-Saturday for lunch

• **PRETZEL STOP**  
106 South Long Beach Road  
**Rockville Centre**  
516-543-5050  
thepretzelstop.com  
Gourmet small and large party pretzel platters and dips.  
Use NCE Cards 7 days

• **LA CAPANNINA**  
173 Morris Avenue  
**Holtville**  
631-569-4524  
lacapanninapizza.com  
Classic Italian restaurant  
Use NCE cards for Lunch and

make reservations at restaurants identifying yourself as an NCE member. Among the outstanding new restaurants, food shops and caterers are:

*Dinner Sunday and Tuesday-Thursday, and for lunch and dinner before 5 p.m. on Friday and Saturday*

• **ONE MAIN**  
1 West Main Street  
**Babylon**  
631-620-3444  
onemainrestaurant.com  
American eclectic restaurant and bar  
Use NCE cards for dinner Monday-Thursday from 4:30-11 p.m. and lunch Tuesday-Thursday from noon-4 p.m.

• **RECIPE SEVEN**  
275 Route 25a  
**Miller Place**  
631-331-5454  
recipe7bar.com  
Sports bar  
Use NCE cards 7 days a week for lunch and dinner, Fridays and Saturdays till 7 p.m.

• **SEAFORD DELI**  
3925 Merrick Road  
**Seaford**  
516-785-7400  
Full service Italian delicatessen also offering catering  
Use NCE Convenience Cards everyday for breakfast and lunch

• **THE PIE SHOPPE**  
7 West Village Green  
**Hicksville**  
516-719-4141  
www.thepieshoppe.net  
Bake shoppe with pies both savory and sweet, coffee house and exceptional custom designed cakes  
Use NCE cards 7 days

• **VILLA MARIA PIZZERIA**  
376 North Wantagh Avenue  
**Bethpage**  
516-433-0877  
villamariapizza.com  
Take out and catering 7 days



### Alternative Earthcare Tree and Lawn Systems

For over 20 years Alternative Earthcare has been providing quality services, reliability and expertise when it comes to trees, lawn irrigation and all landscape care. Tree removal, pruning and holiday lighting services are also an integral part of our business. Our award-winning staff is dedicated to preservation, beautification and the maintenance of healthy and trouble free landscapes for homes and businesses across Long Island.

We service all of Long Island with trucks in your area everyday— including Nassau, Suffolk and offices in the East End, including the Hamptons and the North Fork.

**For a FREE property evaluation  
call Greg at 631-499-4300 now!**

*“Belonging to NCE has probably been the best  
and definitely one of the top three business decisions  
I have made in my 20 years in business!”*

—Greg Regan



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Please call (631) 385-3342  
for information on all our  
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Doing successful Barter business with NCE since 1992.

# NCE Travel

## NCE Presents Great Vacations Close to Home!

A close-by drivable vacation can provide a quick and refreshing break from the daily routine. Travelling to a local getaway avoids the hassle of flying and could be more affordable, too.

NCE has many great nearby destinations that welcome vacationers, although holidays and weekends are often difficult to book. To make a reservations on trade, stays must be made through NCE—*do not call the facility directly*. To discuss your getaway plans, call NCE travel specialist Blaire at 516-935-2280 ext.237.

• **The Greenporter Hotel and Spa, Greenport, New York** - The Greenporter Hotel is a boutique hotel designed in a retro 50s style with modern day amenities. It offers relaxed comfort on Long Island's North Fork, just across from the Connecticut Sound and minutes away from Shelter Island and Sag Harbor. For details visit: [www.thegreenporter.com](http://www.thegreenporter.com)

• **Fort William Henry Resort Hotel and Conference Center, Lake George, New York** - For a fabulous hotel with beautiful views of Lake George, this resort is an excellent choice in the Adirondacks. Each season offers uniquely different scenic adventures, always with a serenity background. Check out the variety of guest rooms and suites available by visiting: [www.fortwilliamhenry.com](http://www.fortwilliamhenry.com)

• **The White Lilac Inn, Spring Lake, New Jersey** - A beautiful seaside Victorian bed and breakfast with rooms featuring fireplaces, whirlpools and private porches. You'll get a full leisurely breakfast, beach badges and bicycles, afternoon refreshments and passes to a premier health club and spa. Wake up early and take a stroll on the boardwalk or beach just four short blocks away. For more information go to: [www.whitelilac.com](http://www.whitelilac.com)

• **Tollgate Hill Inn, Litchfield, Connecticut** - Designed to live up to its centuries-old heritage of providing memorable hospitality, featured are guest rooms and suites that have been restored with a respect for detail. Many have canopied beds and working fireplaces. For further information visit: [www.tollgatehill.com](http://www.tollgatehill.com)

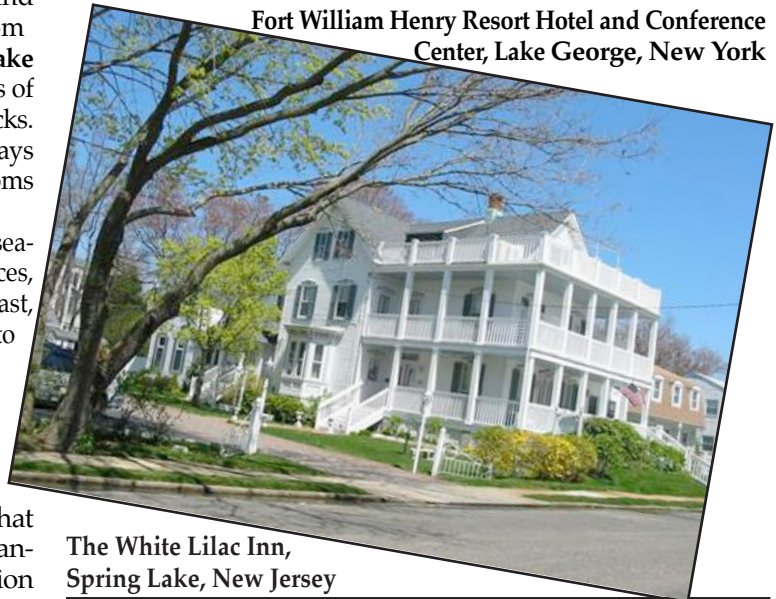
• **The Dean Hotel, Providence, Rhode Island** - The Dean is a 52-room boutique hotel housed in a 1912 building that was sensitively restored in 2014. It is located in the heart of the Down City neighborhood, within close walking distance of the State Capitol, many colleges and historic sites. Rooms range from cozy bunk beds to lush king suites, all outfitted with custom furniture and vintage finds from Europe. The hotel features coffee in the lobby library, a European-style cocktail bar, a German beer hall and the Boombox, a karaoke den with a bar and private singing rooms. Details: [www.thedeanhotel.com](http://www.thedeanhotel.com)

• **New Life Hiking Spa, Killington, Vermont** - Jimmy LeSage's New Life Hiking Spa is a nationally recognized destination spa located in the beautiful Green Mountains of Vermont, known for its exhilarating hiking program, healthy meals, and comfortable modern country inn atmosphere. The spa season ends in mid-September, so it is necessary to book as soon as possible. Visit: [www.newlifehikingspa.com](http://www.newlifehikingspa.com)

• **Thornewood Inn and Spencer's Restaurant, Great Barrington, Massachusetts** - The Thorne family invites you to visit their exceptional turn of the century Dutch Colonial Inn located in the heart of the beautiful Berkshire Hills. Additional details are at: [www.thornewoodinn.com](http://www.thornewoodinn.com)



Fort William Henry Resort Hotel and Conference Center, Lake George, New York



The White Lilac Inn, Spring Lake, New Jersey



The Greenporter Hotel and Spa, Greenport, New York

• **Salem Inn, Salem, Massachusetts** - Three historic homes offer accommodations rich in history with a proud tradition of service and comfort. Each building has been meticulously restored and is listed on the National Register of Historic Places. Restaurants and activities are all within easy walking distance. For additional information visit: [www.saleminnma.com](http://www.saleminnma.com)



# Barter Smarter

Barter News for Long Island Business

Editor: Marc Katz/Katz Communications 516-482-6551

Published Regularly By

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*The National Commerce Exchange:  
Serving Long Island Business Since 1980!*

## Let NCE Help You Get Away From It All!

Many NCE travel destinations are available offering an entire house rental, ideal for taking the whole family or a group of friends on a vacation. Rentals are often in exotic locations presenting an opportunity for

a group residence and doing your own meal preparation in a relaxed atmosphere. For details on these great stays call NCE's travel specialist, Blaire, at 516-935-2280 ext. 237. Among the many rentals available are:

• **Orlando, Florida: Solana Disney Villa** - A magnificent six bedroom, 5-1/2 bath home is available in a gated community with two pools, a spa and elegant amenities. It is conveniently located only eight minutes from the Disney Parks.

• **Hunter, New York: Hunter Mountain Chalet** - Enjoy any Catskill season in this gorgeous six bedroom, three bathroom log cabin on a quiet road. A gourmet kitchen features a massive Wolf gas range and two full-size refrigerators allowing cooks to create magnificent meals while socializing with friends and family at the six-stool granite bar. Adults and kids alike will be entertained with the pool table, air hockey and lots more games, movies and a huge HDTV. A giant deck off the main living space allows for easy outdoor entertaining in the

warmer months. Once you leave the house you'll find that Hunter and the surrounding towns of Tannersville, Woodstock and Saugerties offer great restaurants, cute shops and inspirational hikes.

• **Sunderland, Vermont: Smugglers Notch** - Smugg passes are provided with each day rental, which offer free access to all non-fee based amenities as well as discounts on many activities, includes free summer camp for children over age three. Other features include a beautiful, clean, five-star fully equipped kitchen, bedroom with a king size bed and a queen size pull-out couch, two flat screen TVs, two VCRs, two DVD players, and a stereo. The unit is located in the village of Smugglers Notch, convenient to stores, restaurants, indoor pools, tennis, lakes, and all lifts. The condo sleeps four to six people and has a

mountain view that is spectacular, all in a serene setting.

• **Panama: Panama Beach Condo** - A brand new two bedroom, two bath luxury condo located on the grounds of the Playa Blanca Resort in Panama Beach sleeps four. Enjoy fabulous ocean and mountain views from within the unit, featuring a huge balcony to enjoy the tropical breeze, as well as a 17-acre swimming pool, the second largest in the world! A casino and golf course is nearby.

• **Aruba: Tierra Del Sol (Villa)** - This Spanish style villa comes complete with three bedrooms, 2-1/2 baths, and a full kitchen and laundry room. It is perfect for golfers and their families, with amenities including a Robert Trent Jones 18 hole golf course, pool and jacuzzi, tennis, exercise room, restaurant, and casino. It is just a few minutes from the beautiful Aruba beaches!