

BUSINESS

Success is all in the script

Calligrapher writes her own ticket

By Lori Carson

In Linda Pasca's new studio, headquarters for her company Pen & Paper, shelves and tables seem packed to the rafters with finished jobs and work in progress. Ms. Pasca's delicate calligraphy covers every surface, from earthy sand dollars and shells to a sleek black invitation for an upcoming high-end wedding.

The studio, which sits behind her Mattituck house, is a garage transformed into a workspace with plenty of tables, skylights and windows that look out on tall pine trees and a lovely, if slightly overgrown, garden. "I got myself a home equity loan and built it," Ms. Pasca says. "I love sitting here with the doors and windows open." Today one tabletop is covered with beautiful, white, egg-shaped stones. The stones will be place cards for a wedding. Ms. Pasca tucks her heavy blond hair behind her ears. She's still

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—event planner
Cathy Riva

and focused as she lowers her calligraphy pen and carefully writes a name full of flourishes. Although she doodled endlessly in notebooks as a child, she says, it was in the late 1980s at Cooper Union School of Art in New York City that she first studied and fell in love with calligraphy.

Then, a few years ago, while managing the Mark Humphrey Gallery in Southampton, a desire to cut down on travel and be closer to her young daughter led her to take a chance and form Pen & Paper. The business began modestly, with Ms. Pasca addressing envelopes for Christmas cards and weddings out of her Mattituck home. Little by little, though, word got out.

In 2004, Brides Magazine featured her sand dollars with table numbers in their "new and fresh ideas" issue, and business really took off, she says. Later that summer, she was asked by a decorator, who found her through her website, to hand-paint the words to a poem by Baudelaire high on the 10-foot walls in the entrance hall of the House & Garden Hampton Designer Showcase house in East Hampton.

Cathy Riva, event planner and owner of Riva Events, first hired Ms. Pasca to do calligraphy on shells as escort cards for her own wedding. She was so impressed, she says, she immediately recommended Ms. Pasca to everyone she knows. "She's



Suffolk Times photo by Judy Ahrens

Pen and Paper owner/artist Linda Pasca with some of her work in her Mattituck studio.

wonderful to work with, creative and fun," says Ms. Riva. "Since my wedding she's worked with me on everything from a private dinner for Karl Lagerfeld to a large bar mitzvah at The Four Seasons."

Ms. Pasca is also known for collages that feature shells or herbs mounted on her handmade paper and her trademark calligraphy, of course. The collages have been shown at the Blue Door Gallery and the East End Arts Council, both in Riverhead. Currently, a few of these pieces are displayed in her studio. Their colors are earth

tones, tans, greens and browns. The textures are beachy. You can't help but see the way her artwork shares inspiration with her designs for Pen & Paper and how both seem inspired by the sand and sea.

"I live on the East End of Long Island, surrounded by gardens, vineyards, seashores and incredible skylines," the bubbly Ms. Pasca says. "They are a constant source of creative energy for me."

Ms. Pasca also has many local clients. She has designed menus for Legends in New Suffolk and created

the logo and promotional design for East End Experience in Southold, to name just two. She also works with many local brides, helping them to come up with a coherent look for their affairs, from save-the-date card and invitation designs to the smallest detail on the favors, she says. "I love working with these girls. They can just come by the studio. It's great."

Ms. Pasca encourages all of her clients to visit her studio. "The best thing I can do is meet with somebody," she says, "because everything is so personal."

BUSINESS BEAT

Rebecca Packard has joined the staff of Times/Review Newspapers as a reporter.

Ms. Packard, a Riverhead resident, was a book and music critic for The Tri-City Herald and general news reporter with an emphasis in the arts and education at the Walla Walla Union Bulletin. Both are daily papers in eastern Washington.

Ms. Packard graduated from Brigham Young University, where she majored in English and music. Times/Review publishes The Suffolk Times, The News-Review, The North Shore Sun and The Shelter Island Reporter.

North Fork Bancorp has announced operating results for the third quarter of 2006. Net income for the quarter ending Sept. 30 was \$203 million. The net interest margin was 3.26%. Diluted earnings per share was \$.44, compared to income of \$237 million and \$.50 diluted earnings per share for the same period in 2005. Its regular quarterly cash dividend was 25 cents per common share. Net income for the year to date, ending Sept. 30, was \$634 million or diluted earnings per share of \$1.38 compared to \$738 million or diluted earnings per share of \$1.55 for the comparable period in 2005.

Bridge Bancorp, the holding company for **Bridgehampton**

National Bank, has declared a dividend of \$0.23 per share for the quarter ending Sept. 30. Net income for the third quarter was \$2,152,000, a decrease of \$322,000, or 13.0%, from net income of \$2,474,000 for the same period last year. Net income was \$6,129,000 for the first nine months of 2006, decreasing 13.1% from \$7,049,000 for the first nine months of 2005. Diluted earnings per share for the nine month period were \$0.99, a decrease of \$0.13, or 11.6% from \$1.12 per diluted share for the first nine months of 2005.

Bridge Bancorp also announced an application for regulatory approval of its 14th branch office, to be located in Wading River. The bank expects its new Cutchogue branch to open sometime during the last quarter of this year.

The New York Business Hall of Fame is accepting nominations of New York State business leaders and companies for induction into the Hall of Fame. Nominations in nine different categories can be submitted until Jan. 31 at www.newyorkbhof.com. There is a fee of \$35 per nomination. Corporate volunteer and business graduate student nominations are also invited. One student will receive a scholarship. New inductees will be announced at a breakfast awards ceremony in February 2007.