



## CREATIVE DISRUPTION

## Writing

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“word documents” as attachments and have them go right into the printing process.

Another big change has been in the options open in the method of publication. Forty years ago, the only option to most people was acceptance by an established publisher. There were three basic ways that an author could receive a commitment from such a publisher - 1) the author could be an established expert in the field and solicited by the publisher to write a book (this would usually happen only in the area of fiction); 2) the author could have an agent who would solicit publishers for the author's work; and 3) the author could submit work directly “over-the-transom” to the publisher (the chance of successful publication is directly related to the method of submission (1 above the most likely; 3 the least).

Another much less used method was “Vanity Publishing” in which an author, in order to “get the message out” or to “leave something for posterity,” would incur the entire cost

of publishing (usually multi-hundreds or thousands of dollars) to print some number of copies. The author could then pay someone to publicize and promote the book or could attempt such work her/himself. Needless to say, this method was very unlikely to put a book on the “best-seller list.”

Recent technology gave us another method -- “Publishing by Demand” (“POD”). Using this methodology, the author completes a book, uploads it to a service (*Amazon's “CreateSpace,” “Lulu,” and “AuthorHouse” are among the best known*), and pays an amount from under \$10 to a few hundred dollars for a proof, and, once approved, places the book onto an on-line service (*such as Amazon*). The author may use the service to publicize the work (*at a cost*) or choose to do it her/himself. The services also usually will perform other functions, if desired (*and paid for*), such as editing, writing advice, and direct marketing. Once a customer orders the book, it is THEN printed and sent to the customer, with the author receiving an agreed upon royalty for the book.

While it may seem that the POD system will not provide anywhere near the support of a traditional publisher, that is generally not the

case -- *traditional publishers have an advantage in that they can get copies of the books into established bookstores while the POD author can only direct potential customers to a site such as Amazon to order the book or maintain an inventory of books for sales at signings and events -- but, unless the author is established at the Stephen King, Phillip Roth, James Patterson level, do very little in the marketing / publicizing. Whichever method the first-time author chooses, he/she will encounter a hard road before real monetary success!*

It would also seem that POD by Amazon and others would be the death knell of small bookstores (already under great attack by Barnes and Noble and e-books) but one company, “On Demand Books,” with its “Espresso Book Machine,” has helped independent book sellers strike back. In partnership with Xerox, the company installed the Local Print on Demand Machines in over 70 bookstores and libraries throughout the world. A recent New York Times article, “The Antidote to e-Books” ([http://www.nytimes.com/2012/06/12/technology/12iht-ebooks12.html?\\_r=3&nl=todaysheadlines&emc=edit\\_th\\_20120612](http://www.nytimes.com/2012/06/12/technology/12iht-ebooks12.html?_r=3&nl=todaysheadlines&emc=edit_th_20120612)), states that, since the installation of a machine in a popular Washington, DC

bookstore, “Politics and Prose,” in November 2011, the bookstore has produced almost 5,000 books, with some printing in less than 5 minutes.

The biggest disruptive influence, however, for writers (as well as publishers and bookstores) has been the emergence of electronic publishing, mainly blogs and e-books. These and other recent challenges will be the subject of the next column in this series.

*Next – Publishing Goes Digital with blogs and e-books – and Other Challenges.*

Creative Disruption is a continuing series examining the impact of constantly accelerating technology on the world around us. These changes normally happen under our personal radar until we find that the world as we knew it is no more.

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## WESFOODIE

## Fine Dining at the New Haymount House



By **ABBY LUBY**

It isn't easy opening a new restaurant these days, especially the type that offers a special, high end dining experience. But the very new Haymount House in Briarcliff Manor did just that about seven weeks ago to the accolades of both food critics and the public.

named it “Haymount” after the North Carolina town where he was born. The historic house was built on a high hill overlooking the Hudson River and the views from table side are exceptionally lovely.

After Fuller died, and the house was owned by various parties until the well known restaurant Maison Lafitte took moved in and became the longest running French restaura-



*Executive Chef Scott Riesenberger of Haymount House.*

rant in Westchester. Dining at Maison Lafitte as a young college student planted a seed for Breschel, who was invited there by his Fordham University teacher, a Jesuit priest, who had a yen for fine French food. The experience stayed with Breschel over the years and after learning that

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## OFFICIAL 2012 FEDERAL PRIMARY ELECTION NOTICE

Pursuant to the provisions of  
**Section 4-118 of the Election Law,**  
notice is hereby given that the official  
**Federal Primary Election will be held on  
June 26, 2012 from 6:00 A.M. to 9:00 P.M.**  
for enrolled voters of the  
Democratic and Republican Parties  
in those political subdivisions of Westchester  
for the public office contested below:

**PUBLIC OFFICE – DEMOCRATIC PARTY**  
Congress – 16th Congressional District  
Congress – 18th Congressional District

**PUBLIC OFFICE – REPUBLICAN PARTY**  
United States Senate  
Congress – 17th Congressional District



*David Breschel, co-owner of Haymount House.*

“People really seem to enjoy this place,” says David Breschel, who owns the restaurant with Joseph LaRosa, David Darmanovic and William Gray. The “place” as Breschel calls it, is a former mansion owned by William Fuller, a New York City financier and philanthropist who lived in the early 20th century. Fuller replicated the southern antebellum plantation house and



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*Haymount House at night.*

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Haymount was for sale over a year ago, Breschel didn't skip a beat. The laborious and long renovations successfully melded tasteful contemporary design with the traditional lines of this spacious

Morels and English Peas (\$30), Dry-Aged Ribeye, Potato, Spinach and Dried Cherry-Onion Mustard (\$44 - one of the more expensive dishes on the menu.

If you're feeling less for formal dining in the 200 seat dining room, and more for a drink and light fare, there is the bar menu that offers Duck Confit Salad and Mustard Vinaigrette (\$17), Grass-fed Angus Burger, Pickled Ramp Remoulade & Panceta (\$16) and Hanger Steak Frites (\$24). A special bar menu item is the Shade Lane Farm

Blue Hen Egg (\$3).

And while you're at the bar, there are some very tasty original drinks invented by bar tender Charles Conti, whose specialty drinks, a spin



*Hudson Sunset specialty drink at Haymount House.*

Lafite-Rothschild, Pauillac) and by the glass (\$7 - \$15). Since Breschel is a serious wine collector and connoisseur, he has donned the sommelier cap for the Haymount wine list.

"The list is not complete yet," he says. "We're continually working on getting much more."

As for dessert, Riesenberger has a notable



*Arugula and Beet Salad at Haymount House.*

he was mildly aware of Fuller's presence. "I hope we renovated the house to gratify Fuller. But when I look around, I'm pretty sure he would be happy the way the place turned out."

Haymount House  
25 Studio Hill Road  
Briarcliff Manor, NY 10510  
914 502 0080

<http://haymount-house-hudson.com/>



*Front of building Haymount House.*



*Wedding Suite at Haymount House.*



*Interior entryway at Haymount House.*



*Dining room at Haymount House.*

southern belle mansion, creating a truly comfortable but not too stuffy dining atmosphere.

At the head of Haymount's culinary helm is Executive Chef Scott Riesenberger, who studied cooking with world renown chefs as Chef Marc Meneau at L'Esperance, and Chef Marc Veyrat at L'Auberge. Riesenberger has worked with top Manhattan chefs David Bouley at Bouley, Rocco Dispirito of Union Pacific and Alain Ducasse at The Essex House. Not only are Riesenberger's regularly changing menus delightfully creative and unique, but he is a true localvore.

"Of course we change the menu seasonally," says Riesenberger. "I like to keep it interesting and fresh - I get board easily. But we also have to keep it consistent for our customers who like to see some of the same dishes on the menu."

The dishes are nothing but innovative and the names include the local farms that supply Haymount. The current spring menu includes Asparagus Vichyssoise, Crème Fraîche, American Caviar & Rye Toast (\$13), "Satur Farms" Baby Beet Salad, Pistachio, Figs and artisan "Eclipse" Goat Cheese (\$15) - of which the exquisite combination of these foods graced this writer's palate. Entrees include dishes like Wild Salmon, Fresh Chickpea, Ramps and Grapefruit-Red Pepper Butter (\$28), "Hemlock Hills" Organic White Feather Poularde,



*Haymount House.*

off the Farm to Table movement, are known as "Farm to Glass." Conti's seductive "Hudson Sunset" (\$14) uses Herradura Silver Tequila, fresh lime, agave nectar, beet juice and orange bitters. The finishing touch is when the beet juice is dripped slowly onto a single ball of ice that chills the drink but doesn't dilute it. "Fire and Ice" is a spicy brew made with single malt scotch, fresh lemon, basil, grapefruit juice, jalapeno pepper, jalapeno-poblano simple syrup and Tabasco sauce (\$15). An extensive wine ranges from \$40 to \$1724 (1995 Chateau

penchant for ice creams and sorbets, and makes them in his kitchen. Aside from the very rich and creamy standard flavors, there are the more esoteric and surprisingly good Basil Ice Cream and a very subtle flavored creamy Mozzarella Ice Cream - both worth the try.

The appeal of Haymount House is all broad and there is something for everyone. Happy hour on Tuesdays and Wednesday from 5:30 to 7:30 offers half price on selected drinks. On Tuesdays it's half price for appetizers and dessert; there's Sunday brunch and live music on the weekends. Breschel also plans a high tea in the fall replete with scones and clotted cream.

"We want to give people a reason to venture outside," he says, noting that the restaurant is in the middle of a residential area. A few weeks ago, Breschel invited his neighbors to sample a few dishes from the restaurant and check out the newly renovated mansion.

In the first few weeks of its opening, the Haymount House held its first wedding, utilizing the very elegant wedding suite for the bridal preparations. The suite is available for people holding events at Haymount, says Breschel.

Breschel, a New York City based attorney, says he often feels simpatico with the spirit of original owner William Fuller, also an attorney in the city. During the renovations, Breschel said



*Table at Haymount House overlooking the Hudson.*

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Photos by Abby Luby and courtesy of Abby Luby Photo.