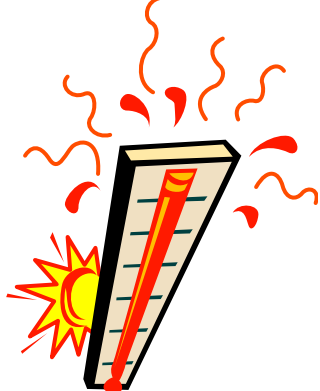




# SAHOA

**AUGUST 2006**

**Vol. 11 No. 8**



**Officers:**

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President

OFFICE: (860) 886-2532

[www.sahoa.org](http://www.sahoa.org)

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Denise Adamik  
Treasurer

Geoff McLean  
Secretary

**Committees:**

Kathy Pooler  
Leslie Olding  
Newsletter Editors

"SAHOA is a tax-exempt organization dedicated to supporting current and future small owner operated businesses in the SE CT area"

# SAHOA VOICE

Newsletter of the Small and Home Office Association

## July Meeting Recap

Our July meeting featured **Karen A. Wolf**, owner of New England School of Protocol. She spoke on the importance of first impressions in business, and illustrated her points with some great personal stories. She also demonstrated some proper protocol, and answered many questions. It was a fun and interesting discussion of an important, yet often-overlooked subject.



*Karen A. Wolf*

We also had a new member join us this month.

We'd like to welcome **Lorraine Leonard**, owner of Lorraine Leonard Accounting to the group.

## August 9th @ 5:00 Summer Picnic Norwich

This year we will have our summer picnic at the president's house – SAHOA president, **Steve Ingle** that is. Please join us from 5:00 - 8:00 p.m. for fun, sun, food and of course raffles and prizes. Steve has a pool (feel free to bring your bathing suit and towel) and a grill (feel free to bring your appetite). If you have a beach chair, or a chair in a bag, please bring that too.

SAHOA will be providing the barbecue and Steve will be looking for volunteers to help with the grilling. Hope we have lots of cooks!

If anyone has a specialty salad, appetizer or dessert that they would like to bring, please let Kathy know asap ([Kathy@publicationsplus.com](mailto:Kathy@publicationsplus.com)) so we don't have duplicates. If you don't have a specialty, that's fine, just come and join the fun in the sun. Please RSVP to Kathy so we can make sure

there is plenty of food for all. We need a definite head count by August 5th.

Directions:

Steve Ingle, 29 Broad Street, Norwich, CT

Steve lives on the outskirts of downtown Norwich. Broad Street is between Washington Street and Broadway. It's the yellow house with the white fence (big white fence). Park on the street or in the driveway (along the white fence).

Mapquest.com his address if you need extra help with directions.



## Membership Directory

**Denise Adamik**, 823-1190  
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**Michael Baker**, 889-8349  
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Specialty Food - Flavored almonds.

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**Lottie B. Scott**, 889-7014  
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bread.

**Michael Sullivan**, 823-6227  
**Trish Sullivan**  
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Internet access and technical support  
since 1996. High speed DSL, 56k dial-up  
access, Domain Hosting & E-mail, Web  
Mail, Spam Filtering, Frame Relay/T1  
Connections, Server Co-Location, Cisco  
PIX Firewall/VPN installs.

### Honorary Members

**Tony Cronin**  
The New London Day

**Hon. Rob Simmons**  
U.S. House of Representatives

**Peter Pappas**  
CSBDC

**Thomas Sheridan**  
Chamber of Commerce of SE CT

**Hon. Edith Prague**  
Connecticut State Senate

**Diana Urban**  
Representative

## Sweating it Out

by Laurin Killian, Streamlined Development

The dog days of summer are here. It is very hot and we're all looking for ways to escape the heat. Every year at this time, I notice while the summer heats up, something else cools down: my business. Inevitably during these summer months it seems I experience a dip in business.

I have two theories about this: that many of my clients are going on vacation, or that the closing of the fiscal year on June 30th for many businesses, slows things down.

Whatever the cause - it seems pretty consistent from year to year, and it really seems I should take better advantage of the downturn. In previous years, I've found myself thinking like an employee, not like an entrepreneur. I've squandered the extra time, and then worried as income starts to dip as well.

This year, I am trying to adjust my thinking. I am, like the rest of you, an entrepreneur, and I should try to turn these problems into opportunities. This should be a time to rethink my business and find ways to measure my successes and failures - and try to maximize the successes.

This is the basic difference between "employee thinking" and "entrepreneurial thinking": an employee is just looking to get the job done. An employee certainly isn't looking for more work - just looking at the clock and waiting for the day to end.

Entrepreneurs never really punch out. Not only do we need to always look for new work, but we should also be looking for new ways to get the job done, and new approaches to getting more customers.

I know I don't have all the answers, and perhaps that's what makes it fun. It's time to put on the thinking cap - come up with some ideas, and try them out. Of course, I could also use a vacation to recharge the batteries - and hopefully also spur some creative thinking. But this year, I don't want to look back at the summer, and only regret a missed opportunity.



## Trade Shows

**The 7<sup>th</sup> annual Connecticut Women Entrepreneurs' Day** will be held on Friday, September 8<sup>th</sup> at the CT State Capitol in Hartford. The event runs from 9:00 a.m. to 2:00 p.m. Registration is \$25 and includes a morning beverage, lunch at the Officers Club in the State Armory, and meeting materials. For more information, or to register for the event, contact Christa Homola at 860-240-8445 or [christa.homola@cga.ct.gov](mailto:christa.homola@cga.ct.gov).

### CT Business Showcase

Aug 17, 2006  
Asnuntuck Community College Enfield CT, 06082

CTShowcase provides an opportunity for serious minded entrepreneurs to come and learn more about starting and operating a business. It is the place for every small business to bring their goods and services to exhibit to hundreds of people.

### Boston Business Showcase

November 2, 2006  
John B. Hynes Convention Center, Boston, MA

Boston Business Expo has designed a day that will give you the knowledge you need as a business owner or corporate executive to power-up your business. Because your time is your most valuable asset we brought together in one location several key

elements that will help you enhance your management skills and be more profitable.

### Software Development Conference & Expo East 2006

Sep 11, 2006 - Sep 14, 2006  
John B. Hynes Convention Center, Boston, NA

SD brings together all the major players in the software development community in support of language neutral, platform neutral, adaptive applications delivered over a programmable, transactional web. Representing a quantum leap in e-business infrastructure. The curriculum combines the best of the traditional and next-generation development. We have all the educational tracks you expect from SD including C++, JAVA, XML, .NET, Web Services and Project/Process management.

## Member News

**Peter J. Crowley** recently established a new blog combining his photographic art, latest poetry, and unique world view. To read and comment on his blog, simply visit [www.peterjcrowley.com](http://www.peterjcrowley.com) click on the link under "artist". Peter welcomes comments, so don't be shy!

ADDRESS CORRECTION REQUESTED

SAHOA  
598 West Main Street #7  
Norwich, CT 06360

## Send us your news!

SAHOA Voice editors want to hear from you!

Send us your news, updates, promotional information, sale notices, or anything else you think would be of interest to SAHOA members.



**Picnic  
AUGUST  
9TH  
See You  
There!**

### **MEMBER MEETINGS**

2nd Wednesday of every month  
meeting places are  
announced monthly  
6:00 - 6:30 Network  
6:30 - 7:30 Dinner  
7:30 - 9:00 Speaker/Meeting  
Please RSVP to Kathy, 889-2893  
Kathy@Publicationsplus.com

### **MEMBERSHIP POLICY**

Annual dues of \$45 made payable to SAHOA. The fee for non-members attending meetings is \$5.

### **NETWORKING**

We will have a table set aside for members to leave business cards or brochures about their businesses. The table will be available at future meetings so don't forget to bring your brochures, literature, business cards, etc.