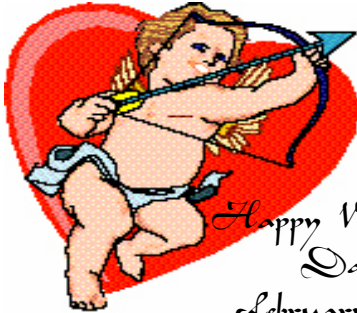




# SAHOA

**FEBRUARY 2006**

**Vol. 11 No. 2**



*Happy Valentine's Day  
February 14th*

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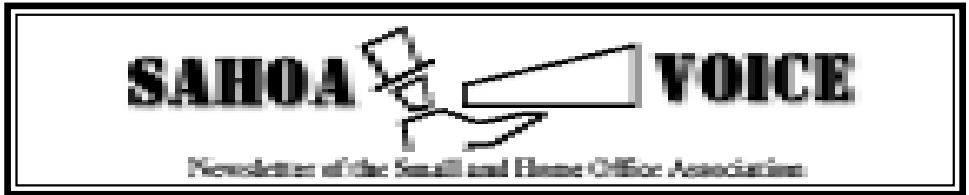
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Treasurer

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"



## January 11th Meeting Recap

Our January meeting at Dillan's featured an interesting discussion with **Bridget Linicus** of Mystic Shore Financial Group about Medical Health Savings Accounts. These tax-deferred savings accounts may be combined with high-deductible insurance plans to reduce health plan premiums. Money deposited in an HSA may be used to cover qualified medical expenses and unused funds may be rolled over indefinitely.



## February 8th Meeting Dillan's, Norwich

Our next meeting will be held on February 8, 2006 at 6 p.m. at Dillan's in Norwich. Dillan's is located at 78 Franklin Street, downtown. From I-395 N, take exit 80E, turn right off the ramp onto route 82. Go to the end of route 82 (across from Dunkin' Donuts), and turn right onto Chelsea Harbor Drive. Go straight through the first two intersections, and turn right onto Main street at the third set of lights. Quickly move to the left lane, and make a quick jog left onto Franklin street. Dillan's is on your left, after you pass Bath street and The Norwich Bulletin. There is a parking lot across from Artspace, as well as on-street parking.

Our guest speaker will be **Liz Farrell**, owner of Gone By Noon, LLC, a professional organizing company. Liz will present tips for time management, so please join us for this timely discussion.

**Time Management**

Are you working harder and harder but only find that you feel farther behind?

Do you try to be more efficient but only find you're less effective?

**Liz Farrell**, founder of Gone By Noon LLC, a professional organizing company, will share a few key insights into the latest thinking and developments in time management. What you hear may surprise you – this is not a discussion about upgrading to the fanciest day planner or organizing your to-do lists better. Liz will share ways you can achieve efficiency using concepts such as the 80/20 principle, macro time management and micro time management.



## Membership Directory

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Internet services; full internet access and  
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and web mail.

### Honorary Members

**Tony Cronin**  
The New London Day

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

**Peter Pappas**  
CSBDC

**Arlene Vogel**  
CT Procurement Tech. Asst. Prog.

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

**Hon. Edith Prague**  
Connecticut State Senate

**Diana Urban**  
Representative



## Connecticut Small & Minority Business Showcase

The Secretary of the State's Office, in association with the Eastern Connecticut Chamber of Commerce, will host the 13th Small and Minority Business Showcase at The Port N' Starboard Room at Ocean Beach on April 6<sup>th</sup>, 2006. This will be the second event in New London.

**SAHOA members** have been invited to participate as exhibitors and attendees. Members wishing to have booth displays may receive a discount on the \$125.00 registration fee. The event runs from 10 a.m. to 5 p.m. A networking reception begins at 3:00 p.m. Throughout the day, there will be workshops, booth displays, product demos, and prizes. For more info, and to register, please visit [www.ctshowcase.biz](http://www.ctshowcase.biz).

## 3rd Annual Food & Wine Tasting Fundraiser

The 3<sup>rd</sup> annual Food & Wine Tasting Fundraiser for CTShowcase will be held on March 21, 2006 at Aetna, 151 Farmington Ave, Hartford. Enjoy an evening of fun, elegance, and theater while supporting programs that grow and sustain small businesses in Connecticut. The proceeds from this event fund the small and minority business building programs and events developed and managed by the CTShowcase, including the Small & Minority Business Showcase. Gouveia Vineyards, with 140 acres of vineyards in Wallingford Connecticut, will be the featured wine poured at this event. The event fee is \$20 before March 1st and \$30 until the event day. Six caterers will participate, along with distributors of wine from the region. Organizers expect upwards of 275 attendees this year.

## Economic & Business Development Round-table

On Tuesday, January 24<sup>th</sup>, Secretary of the State Susan Bysiewicz hosted an Economic & Business Development Roundtable at City Hall in Norwich. **SAHOA members Brian Kobylarz, Dianne Daniels, Kathy Pooler, Leslie Olding, and Denise Adamik** all participated in the discussion, which was also attended by Rep. Melissa Olsen, Rep. Jack Malone, Groton City Mayor Dennis Popp, and Harland Henry. Dianne Daniels has written an excellent article on the event for The Reminder, which is reprinted with her permission on pages 4-6 in this newsletter. In addition, a wonderful article about the event appeared in the Norwich Bulletin, and may be viewed on our website ([www.sahoa.org](http://www.sahoa.org)).

## Grand Opening of Dewart Building

Several tenants of the newly renovated Dewart Building will hold an open house to celebrate its grand opening at 300 State Street in downtown New London on February 3<sup>rd</sup> at 5 p.m. Five businesses will hold ribbon cuttings, including Busca Law Firm, Journeys by Design, Miracles at Work, Mystic Shore Financial Group, and Web Works. In addition, there will be open artist studios, where you may meet with some of the finest artists in New London. The Dewart Gallery will also open, featuring the work of Brian P. Smith. Entertainment will be presented by various musicians throughout the 5 story building, and there will be food, drink, fun, and prizes as well. All are welcome.

## NOTE: SAHOA ADDRESS CHANGE

**SAHOA does not have a  
Norwich Post Office box any longer.**

**The new address for all  
correspondence will be**

**SAHOA  
598 West Main Street, Suite #7  
Norwich, CT 06360**

## Secretary of State hosts Economic & Business Development Roundtable Discussion with Eastern Connecticut Entrepreneurs by Dianne Daniels

Norwich's grand City Hall, with its beautiful French Second Empire architecture, has been the site of many intense and productive discussions regarding economic and business subjects, and was the location for a roundtable discussion held on Tuesday, January 14<sup>th</sup> and hosted by Secretary of the State Susan Bysiewicz and facilitated by Harland Henry from the Secretary's office.

The purpose of the discussion was to provide small business owners with a forum for discussing the needs of the community and any issues affecting small businesses in Eastern Connecticut. Suggested discussion points included building a better economic base for businesspeople, ways the state can facilitate growth among entrepreneurs, information about the Small & Minority Business Showcases and what small business owners see as the biggest hurdles affecting their operation and success.

Secretary of the State Susan Bysiewicz kicked off the forum by welcoming all of the entrepreneurs present and introducing her associate, Harland Henry, who is the chief contact person for the Small & Minority Business Showcases and other services targeted toward the small business community.

Official participants included state Representative Melissa Olsen, Norwich City Alderman Larry Goldman, Mayor Ben Lathrop, City of Groton Mayor Denis Popp,



"Photo ©2006 Dianne Daniels"

*Leslie and Kathy share a moment with Secretary of State Bysiewicz*

and Norwich City Manager Robert Zarnetske. Attendees from the small business community included **Dianne Daniels, Leslie Olding, Denise Adamik, Brian Kobylarz and Kathy Pooler** from the **Small and Home Office Association (SAHOA)**, Shawn Magliano from City Perk, Democles 'Demo' Angelopoulos from the AmericInn in Griswold, and Ray Geer from Sun Turtle, LLC.

After the official welcome and introductions by Mayor Ben Lathrop and Secretary Bysiewicz, the discussion turned to what the State can do to help assist in the growth of small businesses, characterized as the 'backbone of the economic future' by Melissa Olsen. Rep. Olsen stated that 96% of the new jobs created in Connecticut have been through businesses with 50 or less employees, and thanked Secretary Bysiewicz for hosting the roundtable sessions

so that legislators can get the pulse of the small business community.

Mayor Popp, a small businessman in his own right, told the story of his company, Manitock Spring Water, and of the cable television franchise he was working with. He stated that rising energy costs can have a detrimental effect on small businesses all throughout our region, and expressed concern for other business owners who are struggling with the costs.

Participants like Robert Booth, a former City Alderman who now serves on the Board of Directors for Literacy Volunteers, and City Alderman Larry Goldman, listened with attentive ears to the many stories of frustration and challenge faced by small business owners.

Shawn Magliano of City Perk, called for "unity among the eco-

## Secretary of State continued



“Photo ©2006 Dianne Daniels”

**Denise, Kathy, Leslie and Brian listen to Harland Henry speak about upcoming events for small business**

conomic and business development groups within the City” so that the multitude of ideas that have been brought forth could be put into action and that progress would be made in continuing the revitalization of the city’s downtown.

Demo Angelopoulos raised the issue of the cuts in the tourism budget and the fact that the room taxes collected from Eastern Connecticut motels and hotels is spent in other parts of the state. Rep. Melissa Olsen agreed, and stated that the legislature is looking at establishing a Tourism working group to investigate the distribution of tourism grants, with an eye toward creating a more equitable distribution of the funds collected. Current distributions are heavily weighted toward the opposite end of the state, and that changes are definitely coming.

The subject of state contracts was raised by Ray Geer of Sun Turtle, LLC who stated that complicated regulations and the existence of multiple bidders’ lists with different organizations within State government made it more difficult to figure out where to apply. He suggested that certification of a small business should also include being included on the multiple supplier lists and simplification of the process.

**Kathy Pooler**, owner of Publications Plus, told of her 15 years of operation, and the frustrating process of being trying to be included on the multiple bidder’s lists. In her 15 years of operation, Mrs. Pooler said she had only competed on ‘3 bids, because the time to complete an application and to attend mandatory bidder’s conferences can stretch from days into weeks’ and the owner of a truly small business – characterized as a ‘micro business’ by the State of Connecticut - may not have dedicated staff that can be assigned to follow the process through to the end. As the Vice-President of the Small and Home Office Association (SAHOA), Mrs. Pooler stated that the State needs to do a better job of ‘getting the word out’ about the services and opportunities they offer small businesses.

Sally Kropp, whose company, Kropp Environmental, specializes in envi-

**Shawn Magliano of City Perk, Kathy, Mr. Henry, Leslie and Denise discuss the upcoming Small and Minority Showcase**



“Photo ©2006 Dianne Daniels”

ronmental cleanup services, told of the good results she’s had in working with the Small Business Administration and with state contracts. She told the assembled group of her successes and frustrations, primarily with insurance costs and new regulations that forced small companies to pay for expensive performance bonds with no guarantee of future work.

Other challenges expressed during the discussion included extreme fluctuations in insurance costs between providers, the number of different agencies and permits required to open a small grocery store, and the fact that there is no central list of requirements for opening a small business. The assembled small business owners suggested a simplified process, with liaisons or offices in more parts of the state for easier accessibility, and also suggested keeping dollars generated through local

“Photo ©2006 Dianne Daniels”



**Melissa Olson,  
State Representative**

## Secretary of State continued

"Photo ©2006 Dianne Daniels"



**Susan Bysiewicz**

tourism-related activity in the region where it could do a lot of good.

The meeting closed with an informal lunch and discussions among the small business owners and State officials, with hope for more sessions and additional collaboration between the cities and towns of Connecticut and the Secretary of State's office to ensure a positive and productive climate for small business creation and maintenance.

The Secretary of State's office has some events planned which will give small businesses a chance to network - on March 21<sup>st</sup>, there will be a Food and Wine Tasting Fundraiser for the Hartford Stage, held at Aetna offices in Hartford from 5:30 pm until 8:00 pm. On April 6<sup>th</sup>, there will be a Small & Minority Business Showcase at the Port N' Starboard at Ocean Beach in New London. Prospective exhibitors and attendees for either event can get more information by contacting Harland Henry via email at Harland.Henry@po.state.ct.us or by calling the Secretary of State's office at 860-509-6258.

## Making Women Visible Day

Economic Security for Women

*A symposium on women's issues at the state Capitol*

Thursday, February 16th, 2006

Join the Permanent Commission on the Status of Women (PCSW), the National Association of Women Business Owners - CT Chapter (NAWBOCT.ORG) and the MicroEnterprise Resource Group (MERGCT.ORG) on Making Women Visible Day for a special Public Policy Day for women business owners at the state Capitol.

PCSW Associate Legislative Analyst Natasha Pierre and Diana Caliendo, Senior Committee Administrator for the Judiciary Committee of the State Legislature will conduct a training that will take you through the steps of identifying and tracking bills at the General Assembly and information about how to communicate with policymakers about public policy issues that are vital to the operation of your business. After this session, join us for a Town Meeting luncheon with senior policy makers in the state where you can let your views be known to people that can help you and your business be successful in Connecticut and beyond. In addition, you will be able to network with other women business owners.

After the Town Meeting, you can meet with your local Senator and/or Representative so you can personally talk with them about your concerns as a business owner in their district. NAWBO-CT & MERG leaders can help you make appointments in advance if you request help with making the appointment.

## 4M Segmented Loan Fund Launched in Eastern CT

A new \$4M Segmented Loan fund was recently established in eastern Connecticut through a unique partnership between six area banks, and the Mohegan Tribal Nation. This loan fund represents the first time private investors have stepped up to support small business lending in eastern CT. The banks participating are Dime, Chelsea Groton Bank, the Savings Institute Bank & Trust, Jewett City Savings Bank, Liberty Bank and Eastern Federal Bank. The State of Connecticut matched the 2M contributed by the banks and the Mohegans. The loan fund will be administered through the Community Economic Development Fund. Proceeds from these loans may be used to start or expand a small business.

The Mohegans will host a seminar on the new loan program on Thursday, February 9<sup>th</sup> from 6 to 8 p.m. at the Mohegan Sun Conference Center in Montville. Attendees can learn how to apply for a loan and meet with lending officers and small-business counselors. If you're interested in attending the seminar, please call 1-800-656-4613.

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.

### **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  
Dinner checks made payable to  
SAHOA

### **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.

*Next Meeting  
February 8<sup>th</sup>  
See You  
There!*