



SAHOA

JULY 2006
Vol. 11 No. 7



Officers:
Stephen Ingle
President

OFFICE: (860) 886-2532

www.sahoa.org

Kathy Pooler
Vice President
(860) 889-2893
Kathy@PublicationsPlus.com

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

June Meeting Recap

The Day's business editor, **Anthony Cronin**, addressed our group in June. He spoke on several interesting subjects ranging from how to get a press release published in The Day, to a broader discussion of the changes in journalism during his career, many brought about by new technology and mergers. He offered an interesting insider's view of The Day, and how it has managed to compete successfully in a market dominated by a few large publishers. He spoke of the impact of the website, and other challenges to readership that The Day has met in the last several years. It was a lively evening of interesting conversation on a range of fascinating topics.



We also had a visitor, **Lorraine Leonard**, join us for the evening. Lorraine recently opened a bookkeeping business.

Following our business meeting, **Kathy Pooler** returned marketing materials to those members who had displayed at the three events this spring. If you did not pick up materials, please arrange a time to collect them at Kathy's office.

July 12th Meeting Dillan's, Norwich

Our next meeting will be held on July 12th, 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.

We will be ordering from the menu. Please call Kathy Pooler at (860) 889-2893 to RSVP for the next meeting.

Our guest speaker is **Karen Wolf**, owner of New England School of Protocol. Her topic is, "First Impressions Are Lasting Impressions". She will raise questions about everyday situations in the workplace, and explore a few ideas in which 'etiquette', 'manners', and 'civility' can impact the success of your business and the bottom line. We hope everyone will attend this meeting.

Membership Directory

Denise Adamik, 823-1190
Maid In America
maidinamerica4u@sbcglobal.net
Residential & commercial cleaning.

Michael Baker, 889-8349
DataThought Consulting, LLC
mike@datathought.com
System design, database development,
remote backup, software development

Dawn Brolin, 739-8222
Premier Accounting & Tax Services, LLC
Dawn@premierCPAS.com
www.premierCPAS.com
Accounting and professional services

Peter Crowley, (860) 204-0222
Peter J. Crowley Photos
mail@peterjcrowley.com
www.peterjcrowley.com
Fine Art photographer

Dianne M. Daniels, 866-618-8735
Image & Color Services
ddaniels@imageandcolor.com
www.imageandcolor.com
Coaching services for entrepreneurs
who want to polish their professional
image, increase self-confidence, self-es-
teem, and personal marketing skills.

Liz Farrell, 434-1545
Gone By Noon LLC
lizfarrell@gonebynoon.com
www.gonebynoon.com
Professional organizing service for
homes and offices in Connecticut

Stephen Ingle, 886-2532
WordCo
sringle@wordco.com
www.wordco.com
Book indexing.

Paula Jordan, 376-0216
PJ's DESIGN & Multimedia
jordanpaula@sbcglobal.net
Design, printing, media transfer & edit-
ing
Express IT Write Greeting, 376-0216
Greeting card consignment



Laurin Killian, 445-0408
Leslie Olding
Streamlined Development info@
streamlined-dev.com
Web design, hosting, programming

Peggy Lakowsky, 848-6925
Superior Services, LLC
peggy@99main.com
Concierge/task/errand services for indi-
viduals and small businesses.

Brian Kobylarz, 889-4428
Tele-Cine Productions
bkobylarz@msn.com
Corporate/Industrial Film & Video

Dr. Kenneth Lankin,
1-888-ALMOND-5 (256-6635)
Dr. Lankin's Specialty Foods, LLC
DrKen@AwesomeAlmonds.com
www.AwesomeAlmonds.com
Specialty Food - Flavored almonds.

Paula Lilly, 599-5917
Diamond Mortgage Group
lilly@thediamondmortgage.com
www.thediamondmortgage.com
Mortgage consultant

Geoffrey M. McLean, 886-8599
McLean Research Associates
geoff@mcleanresearch.com
www.mcleanresearch.com
Custom Software Development

Eva P. Menon, 691-1715
Starlight International
vitamenon@hotmail.com
www.teamstarlight.com/vitamenon
Independent vitamin distributor

Dave Nelson, 434-5526
Building Design Services
dsnelson5166@sbcglobal.net
Computer aided design for homeowners,
small business, builders, architects
and engineers.

Kathy Pooler, 889-2893
Publications Plus
Kathy@PublicationsPlus.com
www.publicationsplus.com
Desktop Publishing, resume service,
newsletters, mailing lists compiled and
design and printing services.

Lottie B. Scott, 889-7014
LBS Human Resource Consultants
lscott3@mindspring.com
Training on issues relating to hiring, fir-
ing, sexual harassment and diversity.

Mary Soares, 599-0340
Mary's Portuguese Sweet Bread
mary@maryssweetbread.com
www.maryssweetbread.com
Home made authentic Portuguese sweet
bread.

Michael Sullivan, 823-6227
Trish Sullivan
99 Main Internet Services
office@99main.com
www.99main.com
Providing fast, reliable and affordable
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

Summer Schedule

We will not have a formal meeting in August, but we will have some fun gathering, the details of which will be announced at the next meeting.

September Preview

Our next formal meeting will be on Wednesday, September 13th, and Dillan's at 6:00 p.m. The speaker will be announced this summer, and in the August edition of the newsletter.

Upcoming Trade Shows / Expos

Fall Travel & Leisure Expo 2006

Sep 16,-17, 2006

Sports Plus Events Center, Lake Grove, NY.

This upscale event offers consumers the opportunity to educate themselves on all their future travel needs, attend seminars and purchase travel products as well as winter sporting equipment.

Boston Gift Show® - Fall

Sep 09-12, 2006

Boston Convention & Exhibition Center

The trade show for department and specialty stores, gift shops, mail order/catalog houses, boutiques, import/export firms, jewelers, craft and antique shops, museums and galleries, florists, garden centers and more.

It's Just Business Stop taking it personally by Leslie Olding

It may be more difficult for self-employed people to handle disappointment than for employees of large companies because we view our businesses as extensions of ourselves. Employees are better able to put a healthy emotional distance between themselves and their work, where we take rejection more personally, and tend to dwell on it much longer.

But instead of personalizing rejection, or disappointment, we need to remember that there are very few things others do that are because of us. People make decisions for all kinds of reasons, so we shouldn't assume to know their motivation, nor assume it has anything to do with us. Instead of fretting and doubting ourselves, we need to focus that energy into winning the next customer. In my experience, the next door that opens will be more interesting, more challenging and far more rewarding than the one just closed.

Growing a thick skin is, indeed, a prerequisite to self-employment. As hard as it is, we need to keep our personal feelings from affecting our work. We can always blow off steam with friends and family - and our colleagues in SAHOA make great listeners, too! But we need to quickly put our disappointment behind us and move on to the next challenge.



A Final 'Final' Notice About Dues

Annual dues for many members were due in May. As of July, we have not received dues from all members who owe them, so please make checks payable to SAHOA, and bring them to the July 12th meeting. If you cannot attend the meeting, you may mail your check to 598 West Main St., Suite #7 Norwich, CT 06360. Invoices were emailed to overdue members. If you did not respond to the invoice, you will be removed from the SAHOA website and the news-

letter distribution list. SAHOA members may also renew their membership dues by simply clicking a PayPal button on the home page of our website, www.sahoa.org. You do not need to have a PayPal account to use this feature, you can use a credit card as well. Annual dues cover the cost of guest speakers dinners, brochures and business cards for the group, office supplies, and miscellaneous operating expenses.

ADDRESS CORRECTION REQUESTED

SAHOA
598 West Main Street #7
Norwich, CT 06360

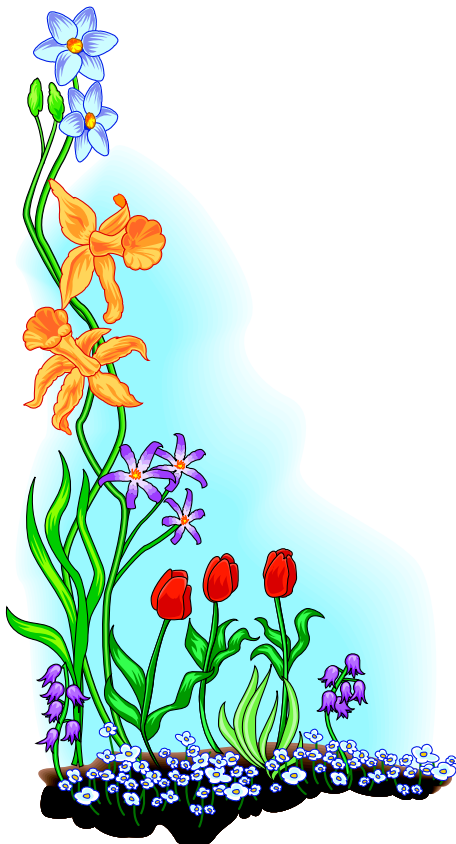
Send us your news!

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.

Next Meeting JULY 12TH

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.