



SAHOA

OCTOBER 2006
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"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

September Meeting Recap

Our September meeting had the group back at Dillan's for an excellent presentation by Steve Ingle of WordCo Indexing Services on time management. As usual, Steve brought some great ideas and good advice, and drew the group into a lively discussion of our own time management problems and solutions.



We also discussed the guest speaker schedule for the next several months, and other business issues.

October 11th Meeting Dillan's - Norwich

Our next meeting will be held on October 11th, 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 or email Kathy@publicationsplus.com to RSVP for the next meeting.

Our guest speaker is **Kathy Barry-Shannon**. Her presentation is "Using plants to enhance your office environment."

Did you ever think about how a little "green" (i.e., plants, not \$\$\$) can add positively to your work surroundings? If so, you will definitely benefit from attending our October 11 meeting. Kathy Barry-Shannon will speak at the next SAHOA meeting on "Using plants to enhance your office environment." She will discuss choice of appropriate plants as well as tips for care and maintenance. Besides being employed at WordCo Indexing Services as project coordinator, Kathy also works at Anderson's Garden in Niantic. She also has 12 years' experience in the "green industry," working at a large wholesale nursery in Lebanon.

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Honorary Members

Tony Cronin
The New London Day

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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



Six Questions You Should Be Able to Answer About Your Website by Leslie Olding

I'm often asked to edit or move a website that has been developed by another company. This should be a simple task, yet it is often complicated by the fact that the site owner does not know basic information about his or her site. Here are six questions all website owners should be able to answer about their websites, and why those answers are important.

1) Who is your domain name registrar? Prior to 1999, Network Solutions was the only company authorized to register domain names. Since then, many other companies have been authorized to sell domain names, and competition has lowered the annual cost of domain registrations. Domain name records often need to be modified, so you must know who your registrar is. Another reason to know is to avoid being scammed by another company using your ignorance to get you to transfer your registration to them. This practice, much like telephone slamming, has now become quite common. Many of my customers report receiving (and paying!) bills for domain renewals because they do not know who they should be paying, and what the annual registration fee is.

2) What is your registrar's account login/password? In order to modify your domain record, you must be able to log into an account established at your registrar's website. When you registered your domain name, you established an account with a username and password. Your domain record will need to be modified when you move your site, or update your contact information. All information on your domain record should always be kept up to date.

3) When does your domain name expire? Most domain name registrations are for one year, though you may register the name for longer if you choose. It is important to know when your domain name expires, so you can renew it in plenty of time. If you lose the name unintentionally, it can be very costly to get it back.

4) What is your e-mail username/password? I'm often surprised to learn that many people have been using a domain e-mail account for years, but can not locate the password when asked. If you ever move your website, or wish to check it from another computer, you must

know its password. For business owners who have offered e-mail accounts to employees, this is very important since you don't want to interrupt e-mail service during a move.

5) Who is your web host? The company that hosts your website will often send you bills for hosting on a monthly, quarterly, semi-annual, or annual basis. Despite this, many owners don't know who their hosting company is, nor do they have a contact number for their host in the event that something goes wrong.

6) What is your FTP login/password? In order to modify any website, a developer must be able to modify files stored on your web host's server. Your web host has established an account for you that is accessible using an FTP (File Transfer Protocol) program. You need to know the FTP login information in order to modify the website.

Knowing the answers to these questions will simplify the process of moving your site, or having a new designer modify it.

Member News

Peter J. Crowley has donated a print to the In-Sight Photography Project of Brattleboro, Vermont for their upcoming exhibit and silent auction. The opening reception is October 6th from 5:30 p.m.- 8 p.m at the gallery on Flat St. Peter has also agreed to judge a "scarey drawing" contest for Norwich elementary school children later this month.

MERG Update

The **Micro Enterprise Resource Group (MERG)** has begun work on a questionnaire to gauge the opinions of micro business owners about Universal Health Care Insurance. The group has drafted a preliminary survey and hopes to complete the final version soon. Once the questionnaire is constructed, it

will be distributed to small business owners throughout the state in order to learn more about the possibility of introducing legislation addressing this issue. **SAHOA** members will have an opportunity to complete this survey so our voices and opinions will be heard!

MULTI-MEDIA ADVENTURES or 'HOW TO KEEP YOUR BRAIN CELLS EXERCISED'

by Paula Jordan, PJ's Design & Multimedia

Several years ago, my father decided that he wanted to share a jumbled-up VHS tape, (previously converted from 8mm), in DVD format with family members. I took on the project, which I call my "Million Dollar" movie, due to all the time and expenses paid out for hardware and software for this project. The results, six months later, were worth every tedious and frustrating effort.

Sure, you can go to numerous chains and pay to have this task done. This option is a bit pricey and more importantly, lacks the personalization of custom work. What's involved? My current method involves hooking up my VCR to a firewire which

converts analog to digital format, then editing with Adobe Premiere Elements. There are many other editing programs, most of which I've used, however I like the control this program offers and I'm attuned to the Adobe commands. No program is without its problems, such as saving to propriety file extensions, rendering the resulting project incapable of export to other programs for further editing. Did you know that 5 minutes of video uses approximately 1 GB of hard drive space? I do now!

Clients repeatedly have asked for transfers from 8mm, so I began to investigate this option. In a nut shell, you set up a projector (find one first).

Then project into your converter (Telecine or other), film with your video camera, transfer the resulting production using a firewire device or digital connection, and then proceed to edit on the computer, burn



to disk and wah-lah! Did you know that 50' of 8mm film equates to approximately 3.5 minutes of video? I do now!

Why do I do this? I enjoy the personal satisfaction resulting from putting memories, previously stored in various nooks and crannies, into easily viewed media. I'm preserving history on a personal level. Also, a side benefit is, as I am continuously learning new methods I am staving off the onset of debilitating memory loss. Maybe?

PJ's DESIGN & multimedia

- video & photos
- slides & film to DVD
- albums & cassettes to CD

860-376-0216

great gift idea!

PCSW POLL INVITATION

**Thursday, October 5th, 2006
Legislative Office Building,
Room 2B
Hartford, CT**

**11 AM – 12 noon –
presentation of
survey results**

**12 noon – 1 PM –
panel discussion**

The PCSW commissioned the Center for Survey Research & Analysis at the University of Connecticut to conduct a poll of women and men in the state of Connecticut to gather perceptions on issues and challenges that women face in their everyday lives and what they worry about the most. A special emphasis was placed on the concerns of women of color.

Topics addressed in the poll include women's work lives and barriers for

women in the workplace, balancing work and family issues, health care, physical abuse, unwanted sexual behavior and crime.

For planning purposes please indicate your attendance to Christa Homola (christa.homola@cga.ct.gov, phone -- 860-240-8445, fax – 860-240-8314).

ADDRESS CORRECTION REQUESTED

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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
October 11th*

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.