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Editors Comments

This is the fifth issue of the Southeastern CT SCORE Newsletter. We are dedicated to bringing useful information and interesting news to small businesses located in Southeastern Connecticut. We have over thirty counselors with a wide range of experience from finance and restaurant management to construction. In this issue, we introduce you to one of our members, Michael Reddy, an expert in finance.

In addition, we're adding two new sections. One is Success Stories. This issue features a new restaurant - "du'Glace" in Deep River. Another new section is called Business Opportunities where clients ask us for guidance on a specific issue, such as locating someone to join them or how to best grow or manage their businesses.

Set aside time . . .

All of us at Southeastern CT SCORE wish you a prosperous 2008. We encourage you to resolve to set aside time to find new ways to market your business, sharpen your strategy, analyze your costs, and take a look at your competition.

Touch base with your SCORE counselor and sign up for a workshop or two - and don't overlook the Continuing Education catalogs that are coming in the mail from local colleges and universities. You will find a very wide variety of classes - business and non-business related. Also, review our 2008 workshop schedule in this newsletter.

February Workshop

Southeastern CT SCORE will conduct the second of our twelve 2008 workshops on

We are continuing our section with links to Interesting Articles on topics such as "What to Know Before You Go in Business With a Partner", "Develop a 5 minute Marketing Plan That Works", and "How to Keep Good Employees".

Our next two issues will have topics covering financing your new business.

If you're interested in volunteering as a SCORE Counselor, need counseling or just want to comment on the newsletter, send your email to me at score579@hotmail.com.

Thank you for your interest and I hope you enjoy this issue.



Dennis Peoples
Editor

Mike Reddy - A Key Person on Our Leadership Team

In our continuing series of SCORE volunteer biographical sketches, meet Michael Reddy. In his pre-SCORE life, Mike spent forty-plus years as a commercial and investment banker. He was also a consultant to the public and private utility and energy industry sectors, both in the US and abroad. He owned his own business for four years before retiring. "After all those years, I wanted to continue with my consulting, but not as an entrepreneur. I was convinced SCORE would let me continue working as a consultant without the onerous travel commitments and New York City commuting."



Besides his regular SCORE counseling activities, Michael has recently taken on the additional responsibility of Chapter Treasurer and Financial Officer. "This gives me the opportunity to practice what I preach to our SCORE clients about budgeting, financial record keeping and the value of cash flow analysis. I join my co-counselors in a strong commitment to our clients' need for guidance and information on organization and registration

requirements, accounting, legal matters, marketing strategies, personnel issues and real estate among a long list of business considerations. We all enjoy assisting new entrepreneurs in establishing successful businesses, successfully managing the challenges of unanticipated growth, or helping an owner turn around a troubled enterprise."

February 12th. **Managing Your Business** is being co-sponsored by the Guilford Savings Bank and the Guilford Chamber of Commerce. The fee to participate is \$25 payable to the Guilford Chamber - \$35 for non-Chamber Member participants. Contact the Guilford Chamber at 203-453-9677 for more information and for reservations.

The Workshop will be held in the Community Room of the Guilford Police Department located just north of I-95 on Route 77. Refreshments will be available compliments of the Guilford Savings Bank.

The next scheduled workshops are:

**Marketing Your Business
March 18**

**Business Plan Workshop
April 22**

**How to attract and Build
Customer Loyalty May 20**

All three workshops are again being sponsored by the Guilford Savings Bank and the Chamber of Commerce.

The dates and locations for a new series of workshops in Clinton and Old Saybrook being sponsored by Liberty Bank will be announced in our next newsletter.

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"Not every counseling experience results in a recommendation to proceed. This may be due to a lack of relevant experience, limited access to required capital, available time, or conflicting family obligations, among others. While we work with our clients to resolve these issues favorably, occasionally our mutual efforts are without positive results. However, even these are success stories in one sense. We can still take some comfort in saving a client from the disappointment of a failed business often with the resulting loss of capital and/or credit rating, wasted labor, and lost time and opportunity."

When not involved with his SCORE responsibilities, Michael is an active volunteer in his church, an avid "warm weather" motorcyclist, snow skier (Stowe, VT and the Canadian Rockies) and gardener. "I try to maintain a balance of volunteerism, outdoor activities and family involvement."

Business Opportunities

In response to requests from our clients, we will post business opportunities here.

Seeking Partner: The sole proprietor of a successful kitchen and bath design advisory and installation firm in SE Connecticut with some 20 + years experience seeks a competent partner to learn the business, share its proceeds and, in time and if mutually agreeable, perhaps become the sole owner.

Retail System integrator: Non Profit Gift shop located in SE Connecticut seeking a person that can install a Point of Sale Electronic Cash register that interfaces with an accounting software package similar to Quick Books. Individual should have demonstrated experience with supporting the ongoing needs of a retail gift shop.

For more information on either of these opportunities, contact Southeastern CT SCORE at southeasternctscore@hotmail.com.

Client Success Story

SCORE Client opens French Restaurant-Pastry Shop In Deep River



Area residents have a new and unique dining option - du'Glace Bistro and Patisserie. Doug Holt, from West Hartford, along with his partners Bill and Jackie Von Ahnen from Ivoryton have completed transforming the building at 158 Main Street in Deep River into a French restaurant and pastry shop.

Holt says, "du'Glace offers moderately priced French food in a casual French bistro atmosphere". Open Tuesdays through Sunday 5:30 to 9:00 PM, the restaurant serves dinner, offering appetizers to full meals. Among the tasty entrées on du'Glace's menu is coq au vin, which was touted as the best in

Workshop Preview

The Chapter frequently "previews" potential workshops for Members at its Monthly Meeting. In January, our Guest Speaker was Jennifer Keohane, Business Outreach Librarian for the Simsbury Public Library. Jennifer specializes in assisting Connecticut's business community to take full advantage of informational resources available from diverse databases.

jkeohane@simsburylibrary.info

SCORE® National Website

SCORE offers national E-mail Counseling via the Internet! Visit: www.score.org for more information.

You will also find a wealth of resources there for your planning and research needs. Look for the feature "Webinar" - free "on-line" Seminars. The Seminars are ready-made classrooms covering major business topics.

Contact Us!

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Join Our Mailing List!

New York City when prepared by Chef Bill Von Ahnen.

du'Glace's patisserie (pastry shop) has also begun operation and will be open early mornings through late afternoons. Pastry chef Jackie Von Ahnen will make desserts and pastries.

Holt and the Von Ahnens have notable, award winning culinary talents and experience. All formerly worked as chefs at Ivoryton's Copper Beech Inn. While there, Bill and Jackie both won Connecticut Magazine's Reader Poll awards. Earlier, the Von Ahnens worked as sous and pastry chefs at French restaurants in New York City and on Nantucket. Holt is a graduate of the Center for Culinary Arts and the Von Ahnens graduated from the Culinary Institute of America. Jackie says, "Opening du'Glace is a dream come true" for the three skilled chefs who have long wanted their own restaurant.



The du'Glace partners benefited from working with the local SCORE chapter. SCORE provides free advice to small businesses, both start-ups and existing enterprises. SCORE counselors Don Flynn of Essex, Bob Nelson of Hadlyme, and Michael Reddy of Lyme reviewed du'Glace's business plan. Flynn continues to advise Holt and his partners on promoting their new establishment.

Given the talents and experience of its three owners, du'Glace's customers are sure to enjoy the unique, tasty French food to be served in the new bistro and pastry shop. For more information, you can contact them at 860-526-2200 or dougholtis@comcast.net

Lay the Right Foundation Before You Open Your Home Office

A high percentage of businesses in Connecticut are operated from owners' homes. And, why not? No office leasing costs, no frustrating daily commute, and no disturbances from noisy co-workers. Although these and other advantages have enticed many people to start their own home-based businesses, your home office should reflect the same level of commitment, professionalism, and dependability customers would expect if you set up shop on main street. These seven tips will get your home office started on the right track:

1. **Legalize it.** Check with your local zoning office about zoning regulations in your area. Some communities, neighborhoods and apartment complexes may have covenants that restrict certain types of businesses. Requirements for licensing also vary among jurisdictions. Some require a fee or tax based on income, while

others simply want to know that your business exists.

2. **Establish a business address.** Not all customers look favorably on a business with an obviously residential address. Many home-based business owners rent a post office box and use that address on their business cards and stationery.

3. **Get the right equipment.** The cost of electronic equipment continues to decline, and such devices as an "all-in-one" fax machine, printer, scanner and copier increase efficiency while conserving space. You may need more than one phone line as appropriate to accommodate your personal and business needs. Cable modems can provide continuous Internet access without the need to add or tie up a phone line. Make sure your phone has voicemail that enables a client to leave a message while you are on the phone.

4. **Organize for productivity.** Carefully design your workspace around your business tasks but in accordance with your work style and habits.

5. **Establish contacts.** Working from home can limit your ability to network. Make an extra effort to connect with potential clients and colleagues by joining a professional association, such as one of the shoreline Chambers of Commerce. You may want to consider meeting with clients at their office or in a rented conference room for a more professional environment.

6. **Keep careful records.** The Internal Revenue Service tends to audit home-based businesses more frequently, especially when they claim business expenses such as writing off a portion of the mortgage payments for the home office. You can choose from many different systems to document all your business expenses. Check out small business accounting software available on the web. In addition, your accountant can advise you on claiming deductions.

7. **Discipline yourself.** With so many distractions in your home (children, pets, delivery people, telemarketers), you must be strictly disciplined in order to get any work done. It may be tempting to take advantage of quiet time for personal chores and errands, but time away from your office during business hours is time and money lost.

If you would like to discuss setting up or improving a home-based business, contact Southeastern Connecticut SCORE at 860-388-9508, or email us at score579@hotmail.com.

Interesting Articles you will want to read:

Before you tie the knot, know your partner... Swept up in the excitement and all the expectations, many people jump too hastily into relationships. And the result often isn't pretty.

That's just as true in business relationships as it is in personal relationships. Too many people think they know a friend or colleague well enough to start a business together only to discover they don't. [Click here to read more in this issue of the Wall Street Journal.](#)

5 Minutes to create a top notch marketing plan... Going into business without a marketing plan is a lot like going to battle under the command of a general who tells you, "Ready, fire, aim!" Your marketing plan functions like a personal guidebook that has seven sentences covering the most pressing issues in marketing. We know

that there are far more than seven issues facing a company about to market, but we also know the close correlation between focus and profits. By all means, scrutinize every aspect of your business, but concentrate on these seven areas. [For more information read this article in the Entrepreneur February 2008 issue.](#)

For a Franchise, Success Is in the Hiring. The pizza industry is known for its high turnover of employees. This franchise owner has built a work force with unusual longevity. All of his managers have been on staff for at least six years, some for twice that time. Each started as an hourly worker delivering pizzas on a bicycle - for minimum wage plus tips - and has moved up to be a manager with compensation as high as \$70,000 which includes a percentage of the location's profits. [For more information on how he does it, read this article in the New York Times.](#)

Your Gateway to Success on Your Terms

Are you thinking of starting a new business?
Do you need a business plan?
Do you need to revitalize your company?
Do you want a professional critique of a new marketing approach?
How about some free "on-line" training?

SCORE, - Counselors to America's Small Business - : Counseling is what we do.

Our service is confidential and is available at convenient times and locations throughout southeastern Connecticut.

Better yet! Counseling is always free.

This is your chance to pick the brains of those who have been "there" and done "it" before. We are experienced executives and managers, people motivated to use our entrepreneurial know-how to help you road map your business venture. We want to help you to avoid the mistakes that we have made in the past and learn from our experiences.

The Southeastern CT Chapter of SCORE® helps approximately two hundred people just like you each year. We believe that business decisions deserve to be discussed in an environment where all of the relevant details about your business and your plans can be aired. Our counseling process consistently yields high quality results.

We make it easy for you to get "face-to-face" counseling. Call 860 388 9508, email score579@hotmail.com, or visit our Chapter website: SoutheasternCTSCORE.org.

You can also get "on-line" counseling support through our national SCORE website - www.score.org. You will find a wealth of information and resources at both web sites, but our own web site is specially tailored to your needs in Connecticut.

Counseling Locations & Times

Counseling appointments are available in the Old Saybrook, Mystic, Madison, and New London/Groton [Gales Ferry] areas. "Walk-in's" are also welcome at Gales Ferry and starting early 2008 in Guilford as well.

When:

The 1st and 2nd Tuesdays of each month in Old Saybrook.
The 1st and 3rd Wednesday of each month in Madison.

The 3rd Wednesday of each month in Mystic.
Tuesdays each week from 11:00 AM - 2:00 at the Chamber of
Commerce of Eastern Connecticut in Gales Ferry
The 2nd and 4th Wednesday at the Guilford Chamber of Commerce

Where:

The New Alliance Bank, 20 Main St., Old Saybrook, [2nd Floor
Conference Room]
Mystic Chamber of Commerce, 14 Holmes St., Mystic
Madison Town Hall - 2nd Floor, 12 School St., Boston Post Rd (Route
#1), Madison
Chamber of Commerce of Eastern CT, 39 King's Highway, Gales
Ferry
Guilford Chamber of Commerce, 60 Whitfield Lane, Guilford

Times: There are three Counseling Sessions on each date:

In Old Saybrook & Madison: 9:15 AM 10:15 AM 11:15 AM
In Mystic: 1:00 PM 2:00 PM 3:00 PM
In Gales Ferry: 11:00 AM - 2:00 PM... "Walk-in's" Welcome or by
appointment.

Thanks for reading our e-newsletter!

Sincerely,

Southeastern CT SCORE®

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