

IN THIS ISSUE

[Editor's Comments](#)

[Workshop Sponsors](#)

[Nazzareno E. \(Nazz\) Paciotti - Key Person](#)

[Introducing Our New Chapter Members](#)

[SBA Launches ARC Loan Program](#)

[Export Seminar](#)

[Score Virtual Learning Center](#)

[Interesting Reading](#)

EDITOR'S COMMENTS

The mission of the Southeastern CT Chapter of SCORE is to help entrepreneurs in planning for the start up and management phases of their business. We accomplish this through education, on-line counseling and focused individual counseling sessions.

We have developed a series of ten educational workshops. They are presented by our experienced counselors listed below:

1. Solopreneur (Jim Lamb)
2. Marketing your business (Eric Steinmetz)
3. Starting your business in Connecticut (Peter Pappas)
4. Internet Marketing (Tom Burland)
5. Preparing your business plan (Joe Beerbower)
6. Managing your business (Dennis Peoples)
7. How to build customer loyalty (Tom Burland)
8. Managing your business finance (Nazz Paciotti/Larry Flick)
9. Risk Management (Felix Kloman)
10. Buying and Selling a Business (Ed Gottschall)

Information on the work shops is listed in the banner to the right. We are in the process of completing our 2009 fall and 2010 winter schedule. If you received this newsletter by email from us, you will receive an invitation to these workshops approximately two weeks before they occur. All workshops are free with advance registration except for the "Starting your business in Connecticut" workshop which has a nominal charge to cover the printing of the workshop manual.

Southeastern CT SCORE offers help to entrepreneurs in individual counseling sessions. Counselors help clients to develop a focused action plan and then hold follow up meetings with

Join Our Mailing List!

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FALL 2009 WORKSHOPS

The Fall Workshop Schedule is now being firmed up.

Details in our next issue!

In the meantime, for information on planned topics and locations, [click here to visit our website.](#)

OR: Call . . .

Guilford Workshops:

Jackie Simonetti, EDC Specialist
Guilford Savings Bank
203-453-8071
simonettij@ci.guilford.ct.us

Clinton Workshops:

Heather Downie Desilio
Liberty Bank, 860-669-1086,
hdesilio@liberty-bank.com or the
Clinton Chamber of Commerce,
860-669-3889,
chamber@clintonct.com.

Old Saybrook Workshops:

Jason Smith, Liberty Bank, 860-395-3050 jsmith@liberty-bank.com

Madison Workshop:

Liberty Bank Madison Branch
Linda Harvey 203-318-3000
lharvey@liberty-bank.com

SCORE® NATIONAL WEBSITE

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

them to assure successful implementation of the actions agreed upon. Our counselors bring to the meeting years of business experience in sales, marketing, and finance and operations management.

Our featured counselor for this month is Nazz Paciotti. Nazz hales from East Lyme, CT and counsels at our Gales Ferry sessions as well as supporting other teams in the area. In addition we have two new counselors, Clas Thelin from Clinton and Beth Vogel from Madison.

In addition we have interesting reading information on pricing strategies, using the internet to build customer loyalty, and unique ways to raise money.



Our newsletter continues to grow in popularity. We welcome your feedback and will publish any comments you would like us to pass along. Send your email to Editor at score579@hotmail.com or leave a phone message at 860-388-9508.

Dennis Peoples
Editor

WORKSHOP SPONSORS

Our sponsors help with our Chapter's operating expenses so that workshops and counseling services can be available to you at no charge. We hope you will recognize them and do business with them.



Local banks and chambers of commerce let us use their meeting facilities for our counseling session. We recognize and thank these organizations: the Guilford Chamber of Commerce, Liberty Bank (Madison), New Alliance Bank (Old Saybrook), Essex Library, Dime Bank (Norwich), Chamber of Commerce of Eastern CT (Gales Ferry), and the Mystic Chamber of Commerce.

NAZZARENO E. (NAZZ) PACIOTTI - KEY PERSON

Nazzareno (Nazz) Paciotti joined the Southeastern CT Chapter of SCORE in 2008 after a 36-year career including positions in finance, operations and executive management. With experiences as varied as manufacturing, consulting and product distribution his objective is to use that experience to assist companies ranging in the business cycle from start-ups to established businesses. Having experience dealing with both large to smaller companies he believes he is uniquely qualified to provide assistance to the business community.



Graduating with a B.S. in Accounting and Finance, Nazz began his career in New York with a large public accounting firm in their small business unit were his assignments include financial audits of a variety of industrial and service related companies. After a career encompassing four years which included all aspects of

information. Raising a counselor with specialties in your area, get a response in 48 hours, and establish a long term mentor relationship.

You will also find a wealth of resources at the Web Site 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!

Please contact the Southeastern CT Chapter of SCORE® at:

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860-388-9508

Mail:
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PO Box 283
Old Saybrook, CT 06475

E-mail:
score579@hotmail.com

Web site:
www.SoutheasternCTSCORE.org

GATEWAY TO SUCCESS ON YOUR TERMS

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: www.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



accounting and auditing he decided he was more interested in being the business decisions were made versus auditing the result.

Over the next 16 years his career would include key financial positions in a large chemical and petroleum processing company as well as the restructuring of a major railroad products transportation and foundry company into a major aerospace contractor. After leaving the manufacturing business area he worked for ten years in building up and later taking a family owned private investigations business public in 1998. This was the first successful transition of a historically private investigative type business to the public ownership market. After this, Naz was recruited to run the Pinkerton Investigative business, a business tracing its roots back to Alan Pinkerton and the first US Secret Service operation providing services to President Abraham Lincoln.

Before retiring he was the chief executive of a security products company. Combining his prior experience in the investigative and security consulting business and his financial background he spent the next two years raising funds from banks and investors and putting together a security solutions provider offering photo surveillance, access control and perimeter security equipment in North and South America.

Naz and his wife Jennifer reside in East Lyme, CT. In addition to his volunteer work for SCORE he also volunteers with the Navy Marine Corps Relief Society at the US Navy Submarine Base in Groton, CT as a case worker assisting active and retired military personnel with personal financial budgeting and counseling.

INTRODUCING OUR NEW CHAPTER MEMBERS



Clas Thelin [Clinton]

Clas is experienced in International Marketing, mergers and acquisitions, production management and physical security systems.



Beth Vogel [Madison]

Beth is experienced in paper products and art supplies, sales and marketing, commercial printing, advertising and merchandising

SBA LAUNCHES ARCLOAN PROGRAM TO HELP STRUGGLING BUSINESSES

The SBA's "Guaranteeing America's Recovery Capital (ARC) Loans are deferred-payment loans of up to \$35,000 available to established, viable, for-profit small businesses that need short-term help to make their principal and interest payments on existing qualifying debt. ARC loans are interest-free to the borrower, 100 percent guaranteed by the SBA, and have no SBA fees associated with them.

ARC loans will be disbursed within a period of up to six months and will provide funds to be used for payments of principal and interest for existing, qualifying small business debt including mortgages, term and revolving lines of credit, capital leases, credit card obligations and notes payable to vendors, suppliers and utilities. Repayment will not begin until 12 months after the final disbursement. Borrowers don't have to pay interest on ARC loans. After the 12-month deferral period, borrowers will pay back the loan principal over a period of five years.

ARC loans are made by commercial lenders, not the SBA directly. For more information on ARC loans, visit <http://www.sba.gov/recovery/arcloanprogram/index.html>

EXPORT SEMINAR

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

When:

The 1st and 3rd Tuesdays of each month in **Old Saybrook**. The New Alliance Bank, 20 Main St., Old Saybrook, [2nd Floor Conference Room] @ 9:15 AM 10:15 AM 11:15 AM.

The 1st, 2nd and 3rd Wednesday of each month in **Madison** at the Liberty Bank, 859 Boston Post Road (Route #1), Madison @ 9:15 AM 10:15 AM 11:15 AM. The 4th Wed is available if necessary.

The 1st and 3rd Wednesday of each month in **Mystic** at the Mystic Chamber of Commerce, 14 Holmes St., Mystic @ 1:00 PM 2:00 PM 3:00 PM.

Tuesdays each week from 11:00 AM - 2:00 at the Chamber of Commerce of Eastern Connecticut in **Gales Ferry** 39 Kings Hwy [Rt. 12]... "Walk-in's" Welcome or by appointment.

The 1st, 2nd and 3rd Tuesday of each month at the **Guilford** Chamber of Commerce, 51 Whitfield Lane, Guilford @ 10:00 AM - 1:00 PM... "Walk-in's" Welcome or by appointment.

The 2nd and 4th Wednesday of each month at the Dime Bank 290 Salem Turnpike, **Norwich** @ 10:00 AM - 1:00 PM... "Walk-in's" Welcome or by appointment.

The 2nd and 4th Thursday of each month at the Essex Library in **Essex**, 33 West Ave. @ 10:00 AM - 1:00 PM.

OTHER SCORE CHAPTERS IN CT

BRIDGEPORT

score471@bridgeport.edu
www.scorebridgeport.org

NEW HAVEN

score@gwcc.commnet.edu
www.newhavenscore.com

DANBURY

danburyscore@sbcglobal.net
www.westernctscore.com

NORTHWESTERN CT

score@nwctchamberofcommerce.org

The U. S. Department of Commerce, SBDC, EMO and Webster Bank will sponsor a Seminar on Exporting. The seminar will cover the basic components of exporting: government Export Assistance Programs, export finance and banking, benefits of freight forwarders, export documentation, and sound practices for exporting products.

Pre-registration is required by July 9, Contact: Sharon Bongiovanni, US Department of Commerce sharon.bongiovanni@mail.doc.gov or 860 638-6954.

To be held July 14, 2009 between 10:00 - 12:00 AM at Clinton Library, 10 Killingworth Turnpike, Clinton (CT-81)

SCORE VIRTUAL LEARNING CENTER

Can you afford to start your business?

Understanding financial measurements is essential to successfully start your business. You need to have a clear idea of how much money it will take to get started and how much you will be able to make. This course will show you how to assess various situations using financial templates. This training module is so clearly written that, if you can create a household budget, you can set up the tables needed to plan the start your own business. The Link to this SCORE learning module is:

<http://www.tsbc.com/sbo/score/viewLesson.aspx?Lid=209&cid=1>

Each of the learning modules in the Learning Center has examples with work sheets that are very helpful. If it is your first time logging onto the Learning Center, you will need to register. After that, you will have unlimited access to the 26 online SCORE courses.

INTERESTING READING

Every month we research newspapers and trade journals for short articles you might find helpful running your business. Here are our top four choices for the month.

Unique Ways Entrepreneurs Raise Money

When Brooklyn coffee shop owner, Debi Ryan, was faced with the possibility of shutting her doors, she appealed to her neighbors, asking them to become mini venture capitalists and invest in her business. As a result, she just hosted a grand re-opening. Instead of taking a loan or seeking venture capital funding, entrepreneur Paula Conway managed to pay for the launch of her travel web site with money she made selling - of all things - cupcakes. Taking such unconventional routes to raise cash has become a necessity for many small-business owners.

To read about more examples of the unique ways small business owners have created to fund their projects, go to the online Wall Street Journal, click the URL:

<http://online.wsj.com/article/SB124421448828589241.html>

Increase Sales by Building an Online Community

Consumers are increasingly using the Web to talk to, and to talk about, the companies they do business with. Some use venues like blogs and forums supplied by companies, while others create their own spaces, such as on social-networking sites, to connect with other like-minded users. As one example, they can sign up for a free space and then just pay 20 cents for five pictures of one item that can be listed for four months paying a 3.5% commission on each item sold. On any given day, 15,000 items can sell from homemade instruments to clothing. Click on the URL to read the full article published in the online Wall Street Journal:

<http://online.wsj.com/article/SB120467374049811663.html>

You Want to Be an Entrepreneur?

For some people, entrepreneurship is the best option to build wealth and do something you love without answering to somebody else. But it can also be a huge financial gamble -- and some

people, unfortunately, will discover too late that it's not the right fit for them.

Author Kelly K. Spors lays out 10 questions you should ask yourself to make sure you are a good fit for stepping off into the world of an independent worker. To learn more, go to the online Wall Street Journal, click the URL:

<http://www.filife.com/stories/so-you-want-to-be-an-entrepreneur>

Yes, You Can Start a Restaurant in a Down Economy

If the allure of fame and fortune seduces you, your love of food drives you, and you want to heat up your life in an exciting industry. That's all fine and well--just as long as you make sure the flame isn't turned up too high. Even in a healthy economy, the restaurant failure rate tells a grim tale, but in a recession, the industry is even more unforgiving. Expensive food spoils, labor costs are high, restaurant-goers are harder to come by, restaurants close and life goes on. Read more of Sara Wilson exciting explanation:

<http://www.entrepreneur.com/magazine/entrepreneur/2009/april/200810.html#ixzz0IecbyFOR&C>

Thanks for reading our e-newsletter!

Sincerely,

Southeastern CT SCORE®

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