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Editor's Comments

Summer is finally here and hopefully we are through the pollen season. Even though we have a brief summer break in our workshops, our counselors are busy with clients who are starting businesses or seeking advice on how to improve their business. We are very thankful to our sponsors that supported this year's series of workshops. The summer is a great time to do some planning, updating your marketing plan, resetting your sales goals and creating a list of critical activities to assure success.

In this issue we feature a client who is a star student, mentor and entrepreneur. We continue with our section on business opportunities and interesting reading. These articles are hyperlinked to the publishing source, so you should read them or print them out while on-line reading this newsletter.

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 message at 860-388-9508.

Dennis Peoples
Editor



Set aside some time

Set aside some time this Summer

We encourage you 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. 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, both business and non-business related.

Review our 2008 workshops for the fall schedule:

Sept 16- "**Managing Your Business**" sponsored by the Liberty Bank of Clinton and held at the Clinton Library.

Oct. 21 - "**Managing your Business Finances**" sponsored by the Liberty Bank at the

Thanks to our sponsors

This winter and spring the Southeastern CT SCORE Chapter presented seven educational workshops for people who are planning to start a new business or are currently in business. We appreciate the sponsorship of these events by Liberty Bank, Essex Printing, and Guilford Savings Bank. All of our sponsors recognize that a well-trained client is more likely to succeed. We are planning a new series of workshops for the fall of 2008. Make sure you sign up for one. The information is very helpful to improving the performance of your business and preparing for a loan application.



Bob Wassung - A Key Person on Our Leadership Team

In our continuing series of SCORE volunteer biographical sketches, meet Bob Wassung.

Bob Wassung has been a SCORE counselor for sixteen years, starting with the Chapter when it was at Avery Point in Groton and later moving to the now Southeastern CT Chapter in Old Saybrook. During this time, he had a stint as Vice Chairman of the Chapter, has setup and chaired a Business Information Center (BIC) in Norwich, and is currently the Team Leader for the counseling team in Mystic.

After being discharged from the Infantry in 1946, Bob attended Rensselaer Polytechnic Institute graduating as a Mechanical Engineer. He worked for The Torrington Company, a manufacturer of needle and roller bearings, metal specialties, and steering gear universal joints. During his 40 years with the Company, he spent time in design, manufacturing, plant management and, as International Vice President, coordinated the activities of 14 overseas plants of the company. In his last two years of work, he setup and managed a Torrington Company - Japanese joint venture in Vermont to manufacture steering gear universal joints, retiring as President of the company.

Among Bob's finest mentoring memories was the help that he provided several years ago to a woman who decided to make a career change and start her own business running a Bed and Breakfast. Although she had a winning Business Plan, she hesitated to make the "plunge", but Bob coached her to "execute" her business plan and now the establishment is flourishing.

Sixteen years as a counselor brought some interesting revelations.

Acton Library in Old Saybrook

Future workshops are planned for September, October, and November sponsored by Guilford Savings Bank, the Killingworth Chamber of Commerce, and Liberty Bank

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!

Please contact the Southeastern CT Chapter of SCORE® at:

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PO Box 283
Old Saybrook, CT 06475

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Web site:
www.SoutheasternCTSCORE.org

Join Our Mailing List!

Score Business Seminars

According to Bob, "I think we as counselors learn as much from our great variety of clients as they do from us. It has been a great experience and I hope to continue counseling for a few more years."



Bob's leisure time activities include sailing, woodworking, choral conducting, singing in choirs and barbershop quartets, and playing tenor saxophone in the Tuxedo Junction Big Band.

Bob and his wife Mary live with their dog Buttons in East Lyme.

Business Opportunities

Space reserved for Southeastern CT SCORE clients to communicate opportunities to other clients.

Help Wanted: Landscape Design/Build Company is seeking a business manager and/or investor to run the day-to-day operations of our rapidly expanding and well-known, prestigious company.

For more information on this opportunity, email Southeastern CT SCORE at southeasternctscore@hotmail.com. Attach your latest resume and a brief paragraph on what you are looking for. If you are interested in listing a business need, contact your SCORE counselor for more information. Be certain to reference this Business Opportunity Posting in this Newsletter.

Student Desiring Summer Internship (Full or Part-Time)

Highly creative and energetic business student, majoring in marketing and possessing excellent communication skills, is seeking an internship to gain experience in a challenging, dynamic business environment, preferably including exposure to the marketing field. Completing freshman year at Stonehill College and available to begin internship on or after May 19, 2008.

Contact zflynn@student.stonehill.edu

Syd Evans - star student and mentor

Envelopes Anyone?

Syd Evans just completed the: "How to Attract and Build Customer Loyalty" workshop - presented by Tom Burland - a SCORE volunteer, the fifth in a series of breakfast meetings sponsored by the Guilford Savings Bank with the support of the Guilford and Madison Chambers of Commerce.

Contributing actively in the give and take of the prior Workshops covering Marketing, The Business Plan, Managing Your Business and the One Man Show Survivor's Guide - "Solopreneur", the team of SCORE volunteers - all counselors for small businesses, could not help but wonder whether Syd - sitting in the middle of the first row - would not have been a more apt lecturer, at least in the field of re-inventing oneself as an entrepreneur.

Syd - a born optimist and career salesman - could have been the model for the professional sales executive who never gets "off-

For more information and reservations please call the following:

Guilford Workshops:

Guilford Chamber of Commerce
203-453-9677

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:

Old Saybrook Chamber of Commerce
Judy Sullivan
judy@oldsaybrookchamber.com
860-388-3266

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

Counseling appointments are available in the Old Saybrook, Mystic, Madison, Norwich, Guilford, and New London/Groton [Gales Ferry] areas.

message". After devoting years to active retirement years to identifying a new market for recycled wallpaper and last year's calendars, he came up with the idea to create unique hand assembled envelopes and business cards manufactured out of recycled materials. He combined that with finding self-sustaining activity for those who are handicapped in the Southern Connecticut area,

To date, this young company managed by a team of volunteers including Mrs. Evans, his partner for 66 years, provides employment for more than 30 physically/mentally challenged individuals living in our area. Materials to be recycled include 25,920 rolls of wallpaper worth \$268,000, and "last year's calendars". In addition, organizations donated a manufacturing location, vehicles and furniture to encourage this growing operation.

This business concept of utilizing handicapped people and WWII Veterans to assemble the envelopes out of recycled products brings great value to the community.

After such an extensive career which ranged from sales of ladies hats to extruded aluminum products - including his war years as an aeronautical training engineer, one might ask why, with his diverse experience, Syd decided to attend all of the SCORE training sessions - designed for those starting or rebuilding a small business.

Syd attributes his success to "luck, attitude, and always questioning if there is a better way."

"Knowledge is the most useful commodity," commented the founder of Envelopes Anyone? www.envelopesanyone.us, and Syd, a youthful 88, let us know that he did not want to lose any time getting his latest non-profit business venture off to the right start.

"Walk-in's" are also welcome at Gales Ferry, Guilford, and Norwich as well.

When:

The 1st and 2nd Tuesdays of each month in **Old Saybrook**. The New Alliance Bank, 20 Main St., Old Saybrook, [2nd Floor Conference Room]

The 1st and 3rd Wednesday of each month in **Madison**. Memorial Town Hall - 2nd Floor, 12 School St., Boston Post Rd (Route #1), Madison

The 3rd Wednesday of each month in **Mystic**. Mystic Chamber of Commerce, 14 Holmes St., 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, 60 Whitfield Lane, **Guilford**

The 2nd and 4th Wednesday at the Dime Bank 290 Salem Turnpike, **Norwich**

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.

In **Norwich**: 10:00 AM - 1:00 PM . . . "Walk-in's" Welcome or by appointment.

ENVELOPES ANYONE?

PRODUCT Envelopes Anyone? is an up and coming business. The company is very proud of their dedication to hiring the handicap. From conception the company has been "Green" knowing the importance of our environmental issues. We help communities become environmentally conscious by saving materials they normally would discard (i.e. calendars, wallpaper and many paper products) to create our unique envelopes. Help your community and the environment by purchasing one of a kind envelope created by the hands of those who meet daily challenges.

EVENTS

COMMUNITY

COMMENTS Envelopes Anyone? is certified as a **Small Business Enterprise (SBE)** through the State of CT Diversity Program.
Co-founders: Janet & Sydney Evans
Vice President of Sales: Joan Stagner

Our Mission: Envelopes Anyone? believes in what we refer to as the "Circle of Opportunity".

- Envelopes are made;
- Handicap are hired;
- Money is earned;
- Money is spent;

All within your community.

To request a quote, place an order, or for further details and specifications regarding our products, please contact us via e-mail.

Envelopes Anyone?
P.O. Box 7753
New Haven, CT 06519
(203) 668-1921 or (203) 773-9019
info@envelopesanyone.us

Interesting Articles you will want to read

SCORE Virtual Learning Center is available on the Internet with over 26 small business training modules. I tried "Working out your prices" and "Planning your advertising" and found them very informative. Each of the modules has several case studies 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.

[Click here to visit the learning center.](#)

Execution Trumps Strategy for Small Business

"How getting things done - not strategy, innovation or anything else - is the most important function of a leader. The authors examine in detail the three key processes of execution - people, strategy and operations."

The book *Execution* by Larry Bossidy ([click here for link](#)), the legendary CEO of Honeywell International, Inc. and Ram Charan, the prolific author and consultant, joined forces to explain how critical execution is to business success.

* ***Why Execution Is Necessary.*** Leaders simply are not taught the discipline of execution; more time and scholarship are given to strategic thinking and management techniques. Neither means much to a company, however, if its leader cannot take an idea and make it reality.

* ***Seven Essential Behaviors.*** From following through on commitments to rewarding those employees who produce results, if you are serious about execution and leadership, you must exhibit these key behaviors.

* ***Creating the Framework for Cultural Change.*** The culture of an organization is the sum of its shared values, beliefs and norms of behavior. Leaders who want to foster an execution-supporting culture must focus on changing the beliefs within their company that influence specific behaviors, since behaviors are what ultimately deliver results.

* ***The Three Core Processes of Execution.*** Many organizations treat their people, strategy and operations processes as separate, independent entities, when in fact they are interrelated - and must be treated as such in order to ingrain the discipline of execution into the corporation.

Jobs Move Back to US from China

This could be a great opportunity for small businesses-***Reverse Out Sourcing.***

The rising cost of shipping everything from industrial-pump parts to lawn-mower batteries to living-room sofas is forcing some manufacturers to bring production back to North America and freeze plans to send even more work overseas. [Read this recent article in the Wall Street Journal.](#)

A Primer for starting your first job

Many of us have children or grandchildren starting their first job. Things have changed so much, we would like to give them advice on what to look for in terms of benefits. This article in the NY Times should be very helpful.

[Go to New York Times.](#)

Sincerely,

Southeastern CT SCORE®

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