



CHAMBER

News!

OLD SAYBROOK CHAMBER OF COMMERCE JULY 2015

JULY & AUGUST EVENTS

July 15, 8 - 9am
Business Connections Hour
@ Gladeview Rehab

July 18, 9am
Ribbon Cutting @ Round 9
30 Minute Kickbox Fitness

July 25 & 26
Arts & Crafts Festival
Old Saybrook Town Green
Sat 10-5pm/Sun 10-4pm

August 19, 8 - 9am
Business Connections Hour
@ Gladeview Rehab



Visit our website:
www.oldsaybrookchamber.com

860 388-3266
One Main Street
P.O. Box 625
Old Saybrook, CT 06475

The Old Saybrook Chamber of Commerce hosts the 52nd Annual Old Saybrook Arts and Crafts Festival presented by Liberty Bank. With 150 fine artisans and crafters and visitors expected to top 10,000, the Arts & Crafts Festival has become a signature summer event on the shoreline.

We'd like to especially thank our sponsors Liberty Bank, Middlesex Hospital, and Middlesex Hospital Urgent Care for their generous support.

BE A FRIEND, a friend of the Festival that is! Last year, nearly 60 businesses and individuals supported the Festival with a \$100 "friend" sponsorship. Your donations are invaluable to the success of the festival. Space is available to include your business name on the festival flyer as a "friend" of the Festival. These handy, printed maps literally fly off the tables, are distributed throughout town and to the 10,000+ attendees. Please call the office at (860) 388-3266 to reserve your sponsorship.

OR BE A VOLUNTEER. Volunteers are the backbone of the Arts & Crafts Festival, helping to set up, greet visitors, aid exhibitors, direct parking, deliver water, dispense directions, advise and support...

THE SIGNATURE SUMMER EVENT

52nd Annual Arts & Crafts Festival

July 25th & 26th
Sat 10-5, Sun 10-4



and the list goes on! Please consider volunteering your time—an hour or whatever you can—it's an enjoyable day and a great way to contribute to the community. Please call 860 388-3266 to volunteer.

FREE ADMISSION - FREE PARKING

**FOOD FOR SALE BY
LOCAL NON-PROFITS**

Letter from the Board President



Happy summer, it is finally here! I hope you had a good spring and gearing up for a busy summer season. I cannot believe we are through the first half of the year already.

The Board of Directors and Chamber staff have been very busy developing our strategic plan and beginning the implementation of it, updating the website, hosting Chamber Connections, Educational events and much, much more. We are all looking forward to working hard over the next six months to make 2015 a big success.

As most of you know, our 52nd Annual Arts and Crafts Festival is right around the corner on July 25 and 26th presented by Liberty Bank!! Each July over 150 artists and crafters convene on the town Green for this highly anticipated event. The Festival attracts over 10,000 visitors who enjoy looking for that special piece of art. Categories include stained glass, quilts, pottery, sculpture, jewelry, photography, leather, painting, acrylic, wood carving and more. We need help and volunteers to make this great community event successful. If you can spare even a couple of hours on either Saturday or Sunday, please let us know. We also need assistance in the Chamber booth, setting up, assisting with

parking, and of course the clean up once it all ends. PLEASE consider helping!

We have a sign-up sheet right on the Chamber web site, or feel free to contact the Chamber office or me at Lwoll@waterfordhotelgroup.com or 860-326-0330.


We are also looking for "Friends" of the festival. Donate \$100 and your business or organization name will be included on the Festival Map to be distributed throughout town and at the Festival.

Let's make it a banner year for Arts & Crafts!

Thank you all and hope to see you at the next event.

Lori

Discover Tuscany
 Departing Nov. 3, 2015
 9 Day Journey
 \$ 2,499



For more information:
www.oldsaybrookchamber.com/tuscany
karen@oldsaybrookchamber.com

Board of Directors, Staff and Mission Statement

Officers

President: Lori Woll, *Octagon @ Mystic Marriott*

Vice President: Ed Lombardi, *Maximus Antiques*

Treasurer: Jay Mills, *Oakley Wing Group*

Secretary: Elaine Beame, *Beame Realty*

Past President: Kristen Roberts, *Comcast*

Directors

Angus McDonald, *Angus McDonald/Gary Sharpe & Assoc*

Bill McMinn, *Essex Printing/Events Magazine*

Shannon Timme, *Harbor News/Shore Publishing*

Bob Bradley, *Guaranteed Rate*

Ken Gribbon, *Saybrook Point Inn & Spa*

Linda Brophy, *Edward Jones*

Mark Appellof, *Visiting Nurses of the Lower Valley and Lower Valley Care Advocates*

Leigh-Bette Maynard, *Liberty Bank*

Leland McKenna, *Middlesex Hospital Primary Care*

Staff

Judy Sullivan, *Executive Director*

Karen Pinette, *Member Services Manager*

Meryl Moskowitz, *Marketing Coordinator*

Contact

www.oldsaybrookchamber.com

Phone: 860 388-3266 Fax: 860 388-9433

Mission Statement

The Chamber advances economic vitality and quality of life in the Old Saybrook region through programs and services for its members and community.



Keelworks Insurance Solutions

Old Lyme, 860 705-7105
 Providing customized insurance solutions to meet the unique needs of individuals, families and businesses.

L'Assistance+Homeward Bound Service

Old Saybrook, 860 817-0784
 lassistance.com
 A home organizing & downsizing firm, and return-home concierge; for business & leisure travelers.

WLIS WMRD

777 River Road, Middletown
 860 347-9673 wliswmrd.net
 1420AM—We've Got Personality—1150A, Broadcast Media.



Primary Residential Mortgage, Inc.

96 Broad Street, Guilford
 203 453-5555 prmishoreline.com
 Providing honest, informative, personalized service. A Connecticut Magazine Five Star Award Recipient.

Old Saybrook

Where The River Joins The Sound

Reprinted from "The New Era," Friday, June 14, 1940

G.F. King Again Heads C. Of C.

Fifty at Annual Banquet--Local Improvements Announced And Further Plans Made

Fifty members of the Old Saybrook chamber of Commerce held their annual meeting and banquet at the Pease House, Saybrook Point, Wednesday evening. Following the dinner, E. LeRoy Brainard of the state Employment Service spoke on the working of his office and the system employed.

G. Fred King, president, was in charge of the business session. The following names were presented by the nominating committee and were elected: G. Fred King, re-elected president; Stephen Hanford, vice-president; Gordon b. Smith, treasurer; Irving LaMay, secretary. Board of directors, Frederick Chapman, Mrs. Charles Ketchen, Mrs. Robert Ward, A. L. Dudley, John Bergin, Frank Brennan, Joseph Cosulich and Ralph Thurston. Dr. Aaron Greenberg was appointed in charge of publicity and George Rogers was appointed to confer with the New Haven Railroad in regard to the stopping of Train No. 7 at this station.

Irving LaMay reported that the CT State park and Forest Commission has taken over the tract of land containing 14 1/2 acres at Saybrook Point, formerly owned by the New Haven Railroad and this tract would be turned into a park. A suggestion was made that a portion of the property be made into a small boat harbor.

John Bergin and David Connors reported on the committee meeting of representatives of the Madison, Westbrook, Guilford, Clinton and Old Saybrook Chamber of Commerce

held Wednesday night in Madison when there was a discussion of the signs routing traffic over Route 80 which have been placed at various intersections of the shore route. Steps will be taken by the Shore line organizations to erect signs advertising the shore route for its scenic beauty.

Group singing with A. D. W. Chalker of Essex at the piano was held during the program of entertainment.

The New Era was a Deep River-based newspaper covering the news of the Lower CT River Valley and was in print from 1874—1977.

KEN GRIBBON - ONE TOUGH MUDDER

By day, Ken Gribbon is Director of Sales at Saybrook Point Inn & Spa. But off-hours, it's a different story. You might say Ken is something of a weekend warrior, having participated in the Tough Mudder competition at Mount Snow last month. Tough Mudder is a "team-oriented 10-12 mile (18-20 km) obstacle course designed to test physical strength and mental grit." Tough Mudders aren't in it to win, they're in it for the challenge, for the experience, and hopefully to complete the course. Events are held in the U.S., Canada, and internationally. Tough Mudder is a supporter of Wounded Warrior Project® and has raised over \$6 million for WWP.

Ken: I always wanted to run a marathon but never took the steps to do one. A few friends had done these Tough Mudders previously and I saw the perfect opportunity to sign up. I figured that I had to see it through at that point, as I signed up with friends (self-induced peer pressure) and it was a great goal to use to get in shape and accomplish a hard challenge (10.3 total miles up and down Mt. Snow with 20 obstacles).

This year I trained from early February through the event date of June 6. Mainly early morning workouts at home for 50-60 minutes a day, three days a week. As Spring eventually rolled around, I did a weekly 3 mile run through wooded trails near my home. Running isn't a big component of the Tough Mudder but it built overall endurance. This was my second TM, I finished last year's too. It's a tremendous experience.



I wanted to run this year just to say I did two and not one and done. But I'll sign up for a third as the feeling is pretty unique when you cross the finish line and I want to feel that again. There is a total feeling of camaraderie amongst teammates and fellow competitors (strangers helping strangers) and the mental challenge is right up there with the physical tests. At the 6 mile mark, after swimming in 33 degree water, crawling in mud under barb wire and other assorted tasks, you look up from the base and see that you have 4 miles left including going back up to the top. Pretty daunting but again, a great feeling when you cross the finish line.

Women in Business Council



Profit More & Prospect Less: The 5 Step Formula for Identifying your Million Dollar Clientele

Are you tired of working so hard to create the income you desire? Join Marge Piccini and discover advanced sales strategies to exponentially grow your business and generate profits *fast*. You CAN profit more and prospect less! Known as "The Million Dollar Sales Advantage Mentor," Marge Piccini helps high achievers turned entrepreneur pinpoint their Million Dollar Sales Advantage and catapult their income over the 6-figure mark.

Wednesday, Sept. 9, 11:30—1pm, @ Saybrook Point Inn & Spa
Advanced Registration Required/ 24hour Cancellation Policy



From the Desk of the Executive Director



I hope you will take a few hours to enjoy our 52nd Annual Arts & Crafts Festival on the Old Saybrook Town Green – July 25 & 26. This is the signature summer event in Old Saybrook and we couldn't be more proud. Exhibitor booths are sold out and we are anticipating a wonderful variety of arts and crafts. Special thanks to Liberty Bank and Middlesex Hospital for their generous support. Local nonprofit organizations: Rotary Club of Old Saybrook, Estuary Council of Seniors and the Knights of Columbus will be cooking up delicious festival food for your enjoyment. There will truly be something for everyone. If you'd like to volunteer at the festival simply call the office. I hope to see you there!

Friday June 5th in the Old Saybrook High School cafeteria, 20+ local business people helped to educate the freshman class on 'people skills.' Our first Soft Skills Workshop was presented to nearly 120 students.

Members of the senior class presented a skit entitled, "Interview Gone Wrong!" and business people shared their experiences in small group settings. The event exemplified the theory that "it takes a village" to raise a child and it was very well received. We look forward to presenting the workshop again next year.

We have partnered with ChamberMail to bring our Business-to-Consumer members another avenue to promote their businesses. Fourteen members supported this program by purchasing advertising in the ChamberMail mailer. These attractive mailers will be mailed to new homeowners in the area monthly and all advertisers will receive the contact information of these new residents. A win-win!

It's almost renewal time! Look for your renewal invoice in your mailbox late July/early August. Memberships are payable September 1. Thank you in advance for your investment in the Old Saybrook Chamber. We look forward to serving you and your business for many years to come.

**All the best,
Judy**

ChamberMail: SOLD OUT!

Our Old Saybrook ChamberMail marketing program features 14 Chamber member businesses. ChamberMail targets new residents monthly in zip codes covered by our Chamber. These bright, full color mailers promote area attractions and businesses and are an effective marketing device. And advertisers receive contact info of all the mailer recipients. Look for announcements early next year if you'd like to participate in 2016.

JULIA BALFOUR LLC TAKES HOME 14 CADCA AWARDS



The creative agency of Julia Balfour LLC walked away with an impressive fourteen awards at the Connecticut Art Director's Club annual awards show June 26. Six of these awards included Gold and Silver medals.

Work submitted by the agency ranged from web sites, to print collateral, to interactive kiosks, including: Mystic Aquarium Exploration Kiosk, James Merrill House Website, Florence Griswold Museum Website, Dreamup Toys Microsite, marketing materials for High Hopes Therapeutic Riding, Hartford HealthCare Web Style Guide, and Behavioral Health Network Stop the Stigma Social Campaigns. Congratulations Julia and team!

"I'm so proud of the work our team has done over the past year. We've gone from a one woman shop to a fifteen person team in four years. The work we've produced, this year in particular, demonstrates the passion, strategy, and innovation that this team has poured into their work." —Julia Balfour

Visit www.juliabalfour.com to view their work.

Member Spotlight Mark Appellof, Visiting Nurses of the Lower Valley



VNLV is a 2014 HomeCare Elite™ Top 500 agency, providing high quality homecare services from our caring and compassionate home health aides, therapists, nurses and medical social workers.

My primary responsibilities are to establish and build productive relationships with referral sources, as well as to promote the services and programs of VNLV directly and through a variety of media. I am also the agency spokesman for public relations.

Every day is different. Each day I get to represent high quality homecare services. I can take a concept and trans-

form it into a new business tool. I get to meet all kinds of people in a variety of settings.

The Business Connections Hour is near and dear to my heart. Members are reaping the benefits! The ribbon cuttings are exciting because they give witness to new beginnings and adventures!

I am an avid die cast car collector. My hobby has afforded me the opportunity to befriend individuals nationwide and worldwide. I have also adopted a healthy lifestyle that includes fitness and proper nutrition and hydration.


Mark's Personal Philosophy on how to be Successful: Be forthright with people to establish trust and be sincere in order to look forward. Use flexibility with change while maintaining integrity.

The Chamber member featured in our Member spotlight is randomly selected at our Business Connections Hour. Our next meeting is July 15, 8am at Gladeview! Register online or call 860 388-3266.

Chamber News Editor Judy Sullivan © July 2015, Old Saybrook Chamber of Commerce

Newsletter Business Card Sponsors

LIGHTHOUSE HOME HEALTH CARE
Our Family, Helping Yours



Toll Free: 877.447.2990
 Fax: 860.388.4300
 lbridgewater@lighthouse-homecare.com

Lee Bridgewater, RN, BSN
 Administrator

Bonded & Insured, Medicare Certified
 www.lighthouse-homecare.com

AWESOME LOAN RATES
 @essexsavings.com



Essex Savings Bank
 Service & Trust Since 1851

MEMBER FDIC

860-767-4414 • Toll Free 877-377-3922

Chamber Connections Highlights

High Hopes Therapeutic Riding hosted Chamber Connections June 25 at their beautiful Old Lyme facility.



TWO BIG EVENTS | TWO IMPORTANT DATES

Mon Oct 5 Golf Tournament

Lake of Isles South Course (private)
 \$160 per person

Sponsorships Available
 Tee Sponsor—\$125
 Cocktail Sponsor—\$2,500
 Lunch Sponsor— \$3,000

Contact Leland McKenna, Chairperson
 leland.mckenna@midhosp.org



Thurs Oct 29 6th Annual Business Expo

Secure your exhibitor space today.
 50+ businesses under one roof!

\$250—Exhibitors (\$150 non-profit)
 Add'l Sponsorships Available.

Contact Elaine Beame, lazarbeam@aol.com or
 Mark Appellof, mappellof@visitingnurses.org

Hosted by
 Valley Shore YMCA

Sponsored by





Phone 860-388-3266 • www.oldsaybrookchamber.com

JULY 2015

What's Happening

UPCOMING CHAMBER EVENTS

- Wed July 15 - Business Connections Hour, 8-9am
- Sat July 18 - Ribbon Cutting, 9 Round Kickbox Fitness
- Sat July 25 & Sun July 26—Arts & Crafts Festival

Visit website for details:

www.oldsaybrookchamber.com

Summer Concerts On The Green

Old Saybrook

Wednesdays 7pm

- | | |
|-----------|---------------------------------------|
| 7/1/2015 | Les Julian |
| 7/8/2015 | Old Lyme Town Band |
| 7/15/2015 | Long Island Sound |
| 7/22/2015 | The Advantagers, The Meadows Brothers |
| 7/29/2015 | The Modern Riffs |
| 8/5/2015 | Black and White |
| 8/12/2015 | Kathy Thompson Band |
| 8/19/2015 | Late for Dinner |

Westbrook

Fridays, 6pm in July, 5pm in August

- | | |
|-----------|---------------------------|
| 7/10/2015 | Caribbean Beach Bums |
| 7/17/2015 | Trouble on the Playground |
| 7/24/2015 | Creedence Revival Band |
| 7/31/2015 | Prelude |
| 8/7/2015 | Number 9 |
| 8/14/2015 | The Musical Cavaliers |
| 8/21/2015 | The Shoreline Connection |

ADVERTISE YOUR BUSINESS HERE

This space available + a one month website banner