



*Our Mission...The Guilford Chamber of Commerce is dedicated to increasing the growth, vitality and well being of its members and the business community.*

# Chamber News

April 2010

## From the Director

Dear Members,

Spring has finally arrived in Guilford! As we look to welcome the flowers and the birds, the Chamber is introducing some new additions of its own. A fresh new logo, innovative programs as well as the enhancing of some existing services are being rolled out to you this month. I encourage you to read through the newsletter to get the details regarding what is happening in the Chamber and opportunities available to you as a member. Some of the highlights in this edition include-

11 new members joined the Chamber of Commerce

Women in Business Networking group is formed

Revised member to member discount program is released

Advertising opportunities in the Town Map and on [www.guilfordct.com](http://www.guilfordct.com)

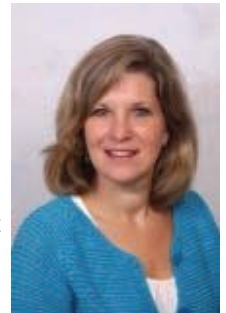
Taste the Shoreline moves to September

This hardcopy newsletter will be provided quarterly with the next edition to be released in July. Electronic newsletters will continue to be offered on interim months. Please contact the Chamber with your email address if you are not receiving our email communication.

Thank you for your continued support of the Chamber. Your thoughts and suggestions are always welcome as we continue to work to exceed your expectations.

Warm regards,

Pam Kelly



## Board of Directors

Renee Pallenberg, **President**

*The Guilford Savings Bank*

James Warner, **Vice President**

*WD Enterprises, LLC*

Karen Stephens, **Treasurer**

*Page-Taft GMAC Real Estate*

Sarah DellaVentura, **Secretary**

*Bishop's Orchards*

Jeff Beatty

*Beatty & Beatty, LLC*

Steve Bencivengo

*Yale N. H. Shoreline Medical Center*

Dianne Berg

*Shoreline Center for Wholistic Health*

Erica Grasso

*Ella...where She shops*

Gary Higgins

*Maggie Loves Pets*

Larry Kalbfeld

*In a Flash Studios*

Joanna Martin

*Coldwell Banker Residential Brokerage*

Lisa Miksis

*Shore Publishing*

Ian Perry

*Scholastic Mortgage*

Sandra Ruoff

*Guilford Free Library*

Richard Sherwin,

*Stone House Restaurant*

John Stax

*Coastal Agency*

Pam Kelly, Executive Director

Brenda Gorman, Assistant

Jeff Beatty, Immediate Past President



**Multi Chamber BWAT**  
*Guilford, Branford, Madison, East Haven & North Branford*  
Thursday, April 22nd  
**Van Wilgen's Garden Center**  
**51 Valley Road, N. Branford**

5:30—7:30 pm  
Admission \$10 in advance, \$15 at the door, \$20 non-members  
RSVP by 4/19

Thank you to our host Wireless Zone and sponsors Café Grounded and Shoreline Wine Merchant for a terrific Business With A Twist! In picture: Bob Speziale (Café Grounded), Tony Pinto (Shoreline Wine Merchant), Renee Pallenberg (Guilford Savings Bank and Chamber President), Pam Kelly (Executive Director), Barry Gross and Steve Nowak (Wireless Zone).

Chamber News is produced in conjunction with  
In a Flash Studio 453-1071

## New Business Ribbon Cuttings



### Shangri La Restaurant and Bar Joseph Ung & Nicole Zhang 100 Village Walk, Guilford 203-453-3355

*Pictured—* Ian Perry, Scholastic Mortgage, Renee Pallenberg, Guilford Savings Bank, Joe Mazza, First Selectman, Pam Kelly, Guilford Chamber of Commerce, Joseph Ung, John Stax, The Coastal Agency, Nicole Zhang, Dianne Berg, Shoreline Center for Wholistic Health, Jackie Belmonte Simonetti, EDC

### IDTV—Interactive Digital TV James Warner & Ryan Duques P.O. Box 1154, Madison 203-779-0331

*Pictured:* Jackie Belmonte Simonetti, EDC, James Warner, Ryan Duques, Renee Pallenberg, Guilford Savings Bank, Pam Kelly, Guilford Chamber of Commerce



## Welcome New Members

### Affordable Lighting Center

Paul Maresca  
727 Boston Post Road, Guilford  
203-458-7116

### Comfort Keepers

Patti Urban  
722 Village Walk, Guilford  
203-453-2100

### Constance & Michael Perelson, LLC

Michael Perelson  
696 Tanner Marsh Road  
203-453-1717 x5

### Essex Printing

Susan Scott  
18 Industrial Park Road  
Centerbrook, CT 06409  
860-767-9087

### Harvest Woods Audio, LLC

Joe Liseo  
64 Harvest Wood Road  
Middlefield, CT 06455  
860-346-5414



### Comfort Keepers

Patti Urban  
722 Village Walk, Guilford  
203-453-2100

*Pictured:* Jeff Beatty, Beatty & Beatty, Mr. Murphy (Patti's dad), Patti Urban, Peter Urban, Jackie Belmonte Simonetti, EDC, Joe Mazza, First Selectman, Roxanne Magnolia, The Gables, Dianne Berg, Shoreline Center for Wholistic Health

### James Kohn

**Customer Service Solutions**  
201 Saw Mill Road, Guilford  
203-982-6155

### Karen Buck—Independent Agent

Aflac  
Madison, 203-687-7943

### Personal Training Institute

Kimberly Starbard  
995 Boston Post Road, Guilford  
203-533-4595

## Women in Business Networking Group

The Madison & Guilford Chambers are collaborating on a Women in Business networking group, which will meet every other month beginning late April. The purpose is to give local businesswomen a venue for networking and idea-sharing, while learning something new and having fun.

The featured speaker for the first meeting will be Anne Nyberg, WTNH anchorperson and Madison resident

**Wednesday, April 28th, Noon**  
**Cafe Allegre, 725 Boston Post Road, Madison**  
**\$15 per person tax & tip included**

June 23rd -sponsored by Cook's Kitchen, 620 Boston Post Rd. 203-533-4325  
November 17th -sponsored by College Bound, 115 State St. 203-453-5116

### Public Power & Utilities

Glenn Scharf  
1250 Boston Post Road Apt. 108  
Guilford, CT 06437  
203-453-5539

### Shangri La Restaurant and Bar

Joseph Ung  
100 Village Walk, Guilford  
203-453-3355

### Webbersaur.us

Chris Hauman  
29 Averill Place, 2<sup>nd</sup> floor, Branford  
203-530-7396

**Member News** Do you have news to share? Submit your business announcements (ie: a new employee, product or service, phone number, certification or training, awards and promotions, etc.) to Member News by email [chamber@guilfordct.com](mailto:chamber@guilfordct.com) by the 15th of the prior month.

**Apple Rehab Guilford**, 10 Boston Post Road is hosting a Wine Tasting featuring Wines of Spain. Wines provided by Shoreline Wine Merchant, Tony Pinto. Thursday, April 22nd 5:30—7:00 pm. RSVP to Carol Barrows 203-453-3725 [cbarrows@apple-rehab.com](mailto:cbarrows@apple-rehab.com)

**Arts Center at Killingworth's April Events—PuppetSpeak Celebrates Earth Day for All Ages!** 11am-1:30pm/6:30-9pm (April 24<sup>th</sup>) (Deep River Town Hall Theater, 174 Main St.) **Poetry into Art Workshop** 1-4pm (April 25<sup>th</sup>) **NEW Children's Saturday Morning Art (May) Ages 6-11** Call (860) 663-5593 or Email [artscenter-killingworth@gmail.com](mailto:artscenter-killingworth@gmail.com). Located at 276 North Parker Hill Rd., Killingworth

**SARAH Gala— Annual Dinner & Auction** Thursday, May 6th. Guest Speaker will be Ted Kennedy, Jr. For tickets visit [www.sarahfoundation.org](http://www.sarahfoundation.org)

The Guilford Chamber of Commerce congratulates the **Boy Scouts of America** and the **VNA Community Healthcare** on their 100 years of service.

**VNA Community Healthcare's 100th Birthday Celebration** Tuesday, May 25 at 4:00—7:00pm Blackstone Library, Branford Visit [www.scouting.org](http://www.scouting.org) to see the many programs being launched to celebrate this milestone for the **Boy Scouts**.

**YOLO Aesthetic Boutique** and **Guilford Savings Bank** are hosting a Bridal Mixer on April 15th. Join them for free spa services, raffles, and drink specials. Learn more about the event at ([www.yolobridalmakeovercontest.com](http://www.yolobridalmakeovercontest.com)). To request tickets for the YOLO Bridal Fashion Show and chic showcase to be held on April 25, 2010, call 203-533-4560 or email [nikki@yolo.ws](mailto:nikki@yolo.ws)

## Gold Members

A & W Sanitation  
Advanced Bodywork & Massage  
Bishop's Orchards  
Budget Dry Waterproofing  
Car Care Clinic  
Christopher's Salon & Day Spa  
Diastole Wealth Management  
East River Energy  
Family Practice Associates  
Frank's Package Store  
Guilford Courier  
Guilford Funeral Home  
Guilford Savings Bank  
Hanler Building Company  
Hocon Gas of Guilford  
Page Hardware & Appliance Co.  
Page Taft GMAC Real Estate  
Pat Munger Construction Co.  
Paychex, Inc.  
Rhodes Pump Service  
Shore Line Newspapers  
Stony Creek Urgent Care  
Sunset Limousines  
The Allegre Group  
Wells Fargo Home Mortgage

## Upcoming Events

**Thurs, 4/22 Multi-Chamber BWAT**, 5:30-7:30, Van Wilgen's Garden Center, 51 Valley Road, North Branford Admission - \$10 in advance, \$15 at the door. Bring a door prize worth \$25 and receive free admission for 2.

**Thurs, 4/29 Guilford/Madison Morning Networking** 8:00-9:00am VNA, 753 Boston Post Road, Guilford Presenter: John Stax, The Coastal Agency

**Thurs, 5/13 Guilford/Madison Morning Networking** 8:00-9:00am The Hearth at Tuxis Pond, 100 Bradley Road, Madison

**Thurs, 5/20 BWAT** hosted by Guilford Keeping Society, 5:30—7:30 pm

**Thurs, 5/27 Guilford/Madison Morning Networking** 8:00-9:00am VNA, 753 Boston Post Road, Guilford

### Breakfast Workshops Presented by SCORE

**Thursday, April 22nd 8:00—10:00 am**  
*The Economic Challenges of a Down Market—Position Yourself to Come Out of the '09 Recession*

**Tuesday, May 18th, 8:00—10:00 am**  
*Click: How to Get Business to YOUR Website*

**Tuesday, June 15th, 8:00—10:00 am**  
*Marketing in 2010: Smart, Savvy, and Social*

Held at the Guilford Fire Dept. 390 Church St.  
RSVP to 203-453-8071 or [Simonettij@ci.guilford.ct.us](mailto:Simonettij@ci.guilford.ct.us)

### Sponsored by

Guilford Savings Bank  
Guilford Economic Development Commission  
Guilford Chamber of Commerce

### Save the Date

## Taste the Shoreline in Guilford

Saturday

September 4<sup>th</sup>, 2010

## Guilford Fairgrounds

Now accepting applications for Food and Business Expo Booths

Contact the Chamber

for more info:  
203-453-9677



## Chamber Advertising Opportunities



Affordable advertising options are now available to increase your visibility along the Shoreline as well as to tourists looking to come to Guilford. Consider including your business in the Guilford Town Map that will be distributed in high traffic areas in Guilford as well as along I-95, east and west. Our website ([www.guilfordct.com](http://www.guilfordct.com)) also offers numerous locations and different price levels. The Where to Shop, Where to Dine, What to See & Do, Life in Guilford, Find a Business and the Home Page are all options to have the focus on your business. We have the most highly optimized website when searching Guilford, CT on Google.

### Shop Members First

#### *A Chamber exclusive discount program*

**Promote your business...** by offering other members of the Guilford Chamber of Commerce a discount for products or services. This is a voluntary program open to all active members. Any type of benefit can be offered provided it is exclusive to other members of the Chamber. The benefit can be in the form of discounts, goods and services.

**The benefit?** – First and foremost, bringing in customers and promoting your business without the cost of advertising.

Benefits offered will be mailed to the membership quarterly and will be posted on line. This program is also an opportunity for members to offer their employees an additional benefit in the form of discounts to area businesses.

Each member will receive two “Shop Members First” cards (four for Gold Members). Additional cards may be purchased through the Chamber for \$10.00 each.



## Guilford Chamber of Commerce's



**Redeemable at over 50 Chamber members**

(merchants, restaurants, service providers and not for profits)

Available in \$10, \$25, \$50 denominations—

Guilford Dollars make wonderful gifts for Mother's Day,  
Graduations, and End of Year teacher gifts

**Purchase at the Chamber office or by phone**