

The Connection



November/December 2006

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Avon Chamber of Commerce Your Business Connection

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upcoming events

November 1 – *Morning Business Network Connection*, 8-9 a.m. **Hosted by Cosi**, 385 West Main Street (Route 44) Members free.

November 6/December 4 – Government Affairs & Economic Development Committee meeting, 5-6 p.m. Chamber office.

November 8 – Membership Committee meeting, 8-9 a.m. William Pitt Sotheby's International Realty, 37 West Main Street (Route 44).

November 8 – *Business After Hours* – Get Ready For The Holidays 5-7 p.m. **Hosted by Café Louise; Peter Vignati, Investment Representative, Edward Jones; Seasons Hallmark**, at Seasons Hallmark, Simsbury Commons, Route 167 (530 Bushy Hill Road), Simsbury. Members free. \$20 non-members.

November 9/December 14 – Communications Committee meeting, 1:30-2:30 p.m. Chamber office.

November 15/December 20 – Education Committee meeting, 8:30-9:30 a.m. Cosi, 385 West Main Street (Route 44).

November 15 – Avon Chamber Board of Directors meeting, 4 p.m., Avon Old Farms Hotel.

November 16/December 21 – Meetings & Events Committee meeting, 4-5 p.m. River Ridge at Avon, 101 Bickford Extension.

November 28 – **Marketing Boot Camp: Session III – Creating Sales and Marketing Collaterals That Sell**, 4:45-6:30 p.m., taught by *Chris Amorosino, Principal, Amorosino Writing, LLC and Kay Green, President, Green Graphic Design*, at Avon Free Public Library, 281 Country Club Road. Free.

December 6 – *Business After Hours* – Annual Holiday Event/Marine's Toys For Tots Drive 5-7 p.m. **Hosted by River Ridge at Avon**, 101 Bickford Extension. Members free. \$20 non-members.

December 12 – Avon Chamber Operating Committee meeting, 7:30 a.m. Chamber office.

December 13 – Membership Committee meeting, 8-9 a.m. Chamber office.

To register for events or receive additional information, contact the Avon Chamber office at 675-4832 or at avonchamber@sbcglobal.net.

To see more events go to: www.avonchamber.com/events.asp

Living Carefree at River Ridge in Avon



River Ridge at Avon is nestled in a quiet, residential neighborhood in the heart of the beautiful Farmington Valley. Formerly known as Laurel Gardens of Avon, River Ridge's new name reflects the wonderful, rich and local flavor near the Farmington River.

Residents enjoy a carefree lifestyle where they feel secure and comfortable. They marvel at the design of our atrium lobby, take strolls on our manicured grounds and serene walking paths, and enjoy our expansive outdoor courtyard. With all this, plus a wide variety of health and wellness amenities, our residents are active, social and fulfilled.

Residents enjoy the privacy of their own apartment, as well as gourmet dining, local transportation, house-keeping and linen services. Personal care assistance is available to residents who need assistance with their daily living activities.

We're conveniently located off of Route 44 in Avon – just minutes from wonderful shops, dining, entertainment and doctors' offices. River Ridge at Avon offers both traditional Assisted Living, as well as the Harbor Program for the memory impaired.

For more information on **River Ridge at Avon**, please call Executive Director, Jeanne Eisenhaure at 860-677-2155 e-mail: jeisenhaure@benchmarkquality.com. web site: www.benchmarkquality.com/



***River Ridge at Avon** was selected for a Member Profile at the December 7, 2006 Business After Hours. Members for this profile are chosen at random through a drawing held at each Business After Hours.*

Your 1/4 page vertical ad (3.5" x 4.75") can be seen here for the whole year for only \$375.00 or \$225.00 for 6 months. See page 8 for details.

Welcome new members

Creative Memories, Susan Budde, Photo Organization & Preservation, Album Making, Instruction & Supplies, 2 Essex Court, Avon, CT 06001, 860-877-1324, sbudde97@comcast.net, www.mycmsite.com/suebudde

H.B.O. Realty International, LLC, Odalys Bekanich, Joseph Bekanich, Real Estate Company, Sale of Residential, Investment and Commercial Properties, 39 East Main Street, Avon, CT 06001, 676-1200, bekanich@sbcglobal.net, www.hborealty.com

Identity Interiors, Melissa Winbourne, Interior Design Staging Services, 54 Gifford Road, West Hartford, CT 06119, 523-4006, winbourne@identityinteriors.com, www.identityinteriors.com

Investment Property Services "IPS", Alan D. Friedman, Commercial Real Estate Management & Brokerage, 97 Avonridge, Avon, CT 06001, 860-836-1054, alan.ips@sbcglobal.net

J. McLaughlin, Carol P. Bugarin, Retail Store, 36 West Main Street, Avon, CT 06001, 674-1178, carolpazmino@yahoo.com, www.jmclaughlin.com

Mr. Handyman, Ron Locandro, Jr., Handyman Commercial/Residential Repair, 132 Firetown Road, Simsbury, CT 06070, 651-5396, ron.locandro@mrhandymancom, www.mrhandyman.com

Musculoskeletal Therapy & Rehabilitation, Inc., Jason E. Frankel, D.C., Chiropractic Care with Therapeutic Exercises Specializing in Acute and Chronic Care, 30 West Avon Road, Suite B, Avon, CT 06001, 675-9500, jfrankel02@sbcglobal.net

Roaring Brook Family Practice, Mary Leahy, APRN, Full Service Primary Care Family Practice, 30 West Avon Road, Suite D, Avon, CT 06001, 673-3737

Stifel Nicolaus & Company, Inc., Soll Goldenthal, John Farley, Financial/Brokerage, 200 Fisher Drive, Suite 110, Avon, CT 06001, 677-2132, goldents@stifel.com, www.stifel.com

SummerWood at University Park, Valerie Bartos, Independent & Assisted Living, 160 Simsbury Road, West Hartford, CT 06117, 523-3808, vbartos@summerwoodct.org, www.summerwoodct.org

Valley Financial Group, Anthony Braico, Edward Barry, Retail Investments, One Darling Drive, Avon, CT 06001, 674-0377, anthony.braico@raymondjames.com

Whole Health Associates, LLC, Dr. Jennifer J. Stagg, Dr. Mark S. Stagg, Integrative Medicine - Chiropractic, Naturopathic & Holistic Medispa, 100 Simsbury Road, Suite 209, Avon, CT 06001, 674-0111, j_stagg@msn.com, www.wholehealthllc.com

Check out the membership directory at: www.avonchamber.com/directory.asp

Your business card ad can be seen here for the whole year for only \$125.00 or \$75.00 for 6 months. See page 8 for details.

Edward Jones

Peter J. Vignati
Investment Representative

41 East Main Street
Avon, CT 06001
Bus. 860-676-1442
Fax 866-360-6514
email: peter.vignati@edwardjones.com
www.edwardjones.com

Serving Individual Investors Since 1871



Chamber Member Receives Diamond Award

Marcia Nozik, **Logo Concepts**, received the Specialty Advertising Association of Greater New York's (SAAGNY) Diamond Award for 2006. Marcia took top honors for the most creative entry in the "Consumer Promotion Program Over \$10" category, one of 12 categories in the award competition.

SAAGNY's Diamond Award competition recognizes winners for exceptional use of promotional products in marketing programs. Winning campaigns feature promotional products that best relate to the client's products or services. Implementation of these programs meet or exceed the client's marketing goal.

Member Open House

Spirit, Mind, & Body Wellness Link
holds an Open House on
Saturday, Nov. 25,
from 10 a.m. to 3 p.m.
They are located at
300 Country Club Road, in Avon.

Attendees get free consultations with a massage therapist; a Reiki Master, Teacher and Medium; and a Reiki III practitioner and dream catcher instructor. In addition, the center offers a special discount of \$10.00 off for those who sign up for a one-hour Reiki Session or a one-hour Massage. All appointments made must be scheduled prior to Jan. 31, 2007 for the \$10.00 discount.

The first 20 people receive a free gift, and three prize drawings will be conducted. (Must be present for 1st prize; do not need to be present for all other drawings. Prizes must be picked up. They will not be mailed.)

There also will be free samples, special discounts on select services, and gift baskets for sale. Healthy foods and drinks will be provided.

E-mail your business news to
avonchamber@sbcglobal.net or
fax it to 675.0469. The deadline for the
January/February issue is December 8.

Non-profit Unveils Logo Designed by Chamber Member

Kay Green, president and founder of **Green Graphic Design**, just completed the redesign of CNADP's (Connecticut Network to Abolish the Death Penalty) logo, which premiered recently at the group's annual meeting. Kay Green founded **Green Graphic Design** in Seattle, WA in 1998 and relocated the business to Avon in 2003.

Green Graphic Design is the design and production arm of L&G Business Solutions, LLC. With 19 years experience in graphic design, Kay's clients include retail outlets, manufacturers, mail order businesses, colleges, business consultants and book publishers. Design projects include brand identity, ads, fliers, pamphlets, newsletters, books and catalogs.



Whenever you make a mistake or get knocked down by life, don't look back at it too long. Mistakes are life's way of teaching you. Your capacity for occasional blunders is inseparable from your capacity to reach your goals. No one wins them all, and your failures, when they happen, are just part of your growth. Shake off your blunders. How will you know your limits without an occasional failure?

Never quit. Your turn will come

Og Mandino

1923-1996, From *A Better Way to Live*

Your business card ad can be seen here
for the whole year for only \$125.00
or \$75.00 for 6 months.
See page 8 for details.

A Pig Roast

September 2006
Business After Hours

Hosted by
Cove Creek Mortgage;
Dill, Joyce & Thresher Insurance;
Marriott Residence Inn – Avon;
Susan Wolfe, Financial Advisor,
Morgan Stanley



(l-r): Steve and Laura Hunt of **The Hunt Agency** spend some time networking with *Business After Hours* hosts Cheryl England and Mike McVay of the **Marriott Residence Inn – Avon** and Susan Wolfe, **Financial Advisor, Morgan Stanley.**



Andy Ozmun (r) of **Dill, Joyce & Thresher Insurance**, one of the hosts of the September *Business After Hours*, congratulates Erin Shea of **Hartford Federal Credit Union** on being the lucky winner of the drawing for a featured article in an upcoming issue of the Chamber's newsletter.



Melissa Winbourne (l) of **Identity Interiors** and Avon Chamber Board Member Rich Leone of **COCC** were two of the more than 130+ members and guests that attended the September *Business After Hours*.



Enjoying the September *Business After Hours* are Tom Mango (l) of **The First National Bank of Litchfield** and Avon Chamber Board Member John Carmon of **Carmon Funeral Home & Family Center.**

How Do You Defend Against Internet Attacks?

by John Jaser

While most of us thought we were snug as bugs in a rug with multi-factor authentication, our hacker friends dropped a big, fat bomb: the VML exploit. If you haven't patched your Windows PC recently, you may be vulnerable.

Coming to you via corrupt email, this bad boy hijacks your computer through a Windows vulnerability called Vector Markup Language. While Mary and John Citizen didn't know their vectors had a language, the hackers were using it to record Mary's keystrokes as she entered her personal information online. Best of all for the hackers, the exploit was flying around the Internet well before Microsoft knew about it and quickly deployed their solution. Ain't that sweet?

According to *Internet News*, dozens of networks were compromised by these attacks. One web hosting service witnessed more than 500 web domains redirecting visitors to hostile websites. Many, many more domains and Internet users were wide open to this attack.

So how does a business protect itself against Internet exploits?

Most businesses use a vendor to host their website, provide access to the Internet, and solve security problems such as these. But given the increasing frequency, complexity and aggressiveness of these attacks, businesses may want to examine these services more carefully.

Here are a few basic questions to ask your Internet services vendor:

1. Does the vendor provide user documentation for all connectivity and hosting features?
2. Does the vendor secure the transfer of information collected from web forms? Often the form is secure to the site visitor, but unsecured when the information is passed from the hosting service to the financial institution.
3. Will the vendor agree to service level standards for web site uptime, customer service responsiveness and issue resolution?
4. Does the vendor offer intrusion detection services and reporting?
5. Does the vendor maintain a history of web activity for forensic analysis in case of phishing and other attacks? Does the vendor offer any forensic services at all?

6. Does the vendor have a viable backup system that is tested on a regular basis?

Is this list aggressive? Frankly yes. It needs to be since the Internet is a primary business channel. If the Internet is that important, we need to protect it. One more thing — if you haven't updated your Windows software, do it now!

JOHN JASER is an Internet Security Manager at Avon, Conn. - based **COCC, Inc.**, (www.cocc.com), a 39 year old firm specializing in outsourced information technology and support.

Have Info to Share?

We encourage our members to submit educational articles about your profession. We are looking for articles that provide useful information for business owners.

E-mail your article to: avonchamber@sbcglobal.net.

The Shops at Avon Green



Bangle & Clutch - Over The Moon - Country Curtains
J McLaughlin - The Madison Shop - Mr. Parks Tailor

Swain

RETAIL LEASING, INC.

(860) 651-4244

ENSIGN-BICKFORD REALTY CORPORATION
Ensign Bickford Realty Corporation - managing agent

(860) 843-2001

9/07

September 2006 *Business After Hours*

The Chamber thanks the following businesses for their generous donations to the drawings at the September 13 *Business After Hours* – A Pig Roast hosted by **Cove Creek Mortgage; Dill, Joyce & Thresher Insurance; Marriott Residence Inn – Avon; Susan Wolfe, Financial Advisor, Morgan Stanley**

Logo Concepts – Two (2) Planners

Lyn Evans for Potpourri Designs – Gift Certificate

Magda & Associates – Glass Paperweight

Grow Your Chamber and Win an Award for Your Office

The 2006 Annual Meeting marked the beginning of a new tradition for the Chamber, as the Chamber launched and presented the first *New Member Advocate of the Year* award. Created to annually recognize the member or members who play an active role each year in recruiting new members, it also provides friendly competition.

The crystal vase is inscribed with the name of the award, which the winner(s) may display at work. A brass plate inscribed with the winner(s) name(s) and place(s) of business will be on display at the Chamber office.

In the spirit of competition while working to grow the Chamber, the following members have recruited new members since June of this year:

Cheryl England of the Marriott Residence Inn-Avon	2
Holly Kingsford of Juice Plus	2
Scott Nardoizzi of The First National Bank of Litchfield	2
Bruce Shein of Avon Executive Offices	2
Jennifer Cadieux of Realty Works	1

Jeff Campbell of **Measure Twice** 1

Dave Gillard of **MW Financial Group** 1

Beth Markowski-Roop and Cheryl Rio of
Hartford Federal Credit Union 1

Ileen Roth of **Avon Old Farms Hotel** 1

Peter Vignati of **Edward Jones** 1

In order to see just how the competition is stacking up, the newsletter will continue to run the names of those members who have recruited new members during the preceding months, along with the total number of new members they have recruited.

Any Chamber member in good standing is eligible to compete for the award. The recipient is chosen based upon the number of completed/paid-in-full membership applications received at the Chamber in which a member's name is cited as being the sponsor. Qualified applications are those received starting in June immediately following the Annual Meeting to the beginning of May of the following year.

So get in on the fun! Look for the new tally in the next edition of the Chamber newsletter.

“The quality of a person’s life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.”

Vince Lombardi
1913-1970, Hall of Fame Football Coach

Newsletter Advertising Opportunities

The Connection newsletter will be published bi-monthly starting November 2006
 All ads include a free hot link to your web site.

Best Value

Rates

Advertise for one year and get one month free!

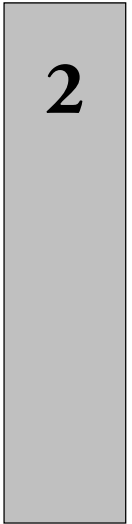
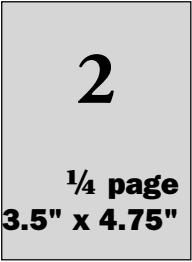
When you pay for one year of advertising you are charged for only 5 issues.

- 1** Six Business card ads \$125.00
save \$25.00
- 2** Six ¼ and ⅓ page ads \$375.00
save \$75.00
- 3** Six ½ page ads \$1,000.00
save \$200.00

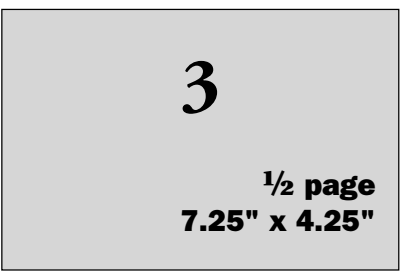
6 months

- 1** Three Business card ads \$75.00
- 2** Three ¼ or ⅓ page ads \$225.00
- 3** Three ½ page ads \$600.00

**business card ad
 3.5" x 2"**



**1/3 page
 2.22" x 9.5"**



Ad Submission Requirements

- We accept the following electronic formats for ads: tif, eps, pdf, or jpg. Word and Publisher files are NOT accepted.
- Send ads via e-mail to: avonchamber@sbcglobal.net
- Send business cards for a business card ad to the chamber office: 412 West Avon Road, Avon, CT 06001
- Make checks out to: Avon Chamber of Commerce 412 West Avon Road, Avon, CT 06001
- Questions? Call 860.675.4832

Name: _____ E-mail: _____

Business: _____ Phone: _____ Web address: _____

Advertising Choice:	One year:	business card	¼ or ⅓ page	½ page
<i>Circle One</i>		\$125	\$375	\$1,000
	Six Months:	business card	¼ or ⅓ page	½ page
		\$75	\$225	\$600