



TIPS FOR A SUCCESSFUL SMALL BUSINESS TAX SEASON

For small and medium-sized businesses, the end of the year can be a daunting time with tax season looming ahead in the New Year. Though tax season is rarely a time small business owners look forward to, there's no reason to let it add additional stress to an already hectic time of year.

To successfully close out 2012, business owners should concentrate on two main focus areas heading into tax time – preparation and accuracy. Taking time now to gather and organize receipts, files, invoices, and other financial paperwork will help ensure you have all the information you need to accurately file your taxes. Both you and the IRS will be happier if you pay careful attention to these details for your business:

- With the IRS, spelling counts. Double-check the correct spelling of employee names and addresses, and especially Social Security numbers. Do the same for 1099 payees.
- Identify your business. Make sure you have the right identification numbers for state and local agencies on each return.
- Make sure employees are employees. Employees and independent contractors should be classified correctly to avoid penalties from the Internal Revenue Service and Department of Labor.



- Count your tips. If your employees earn tips, be certain to report tip allocations to comply with TEFRA (Tax Equity and Responsibility Act of 1982).
- Account for the fringes. Don't neglect to report employee pension information, group term life adjustments, taxable fringe benefits, third-party sick pay benefits, and educational assistance reimbursements.

Cynthia Andersen is a sales representative for Paychex, Inc., a leading provider of payroll, human resource, and benefits outsourcing solutions for small- to medium-sized businesses. For more than 40 years, Paychex has offered an ever-growing suite of products and services that free clients to do what they do best—run and grow their businesses. For more information about Paychex services, visit www.paychex.com, or contact Cynthia at 203-671-3615.

FINALLY INTEREST RATE PREDICTABILITY?

With a caveat for inflation, the Federal Reserve recently announced a promise to keep interest rates low until the Federal Unemployment Rate dips below 6.5%. We are at about 7.7% now. This is an attempt by the Feds to be more "open and transparent" and to "go long" in its thinking. The intent is that business will also "go long" in their borrowing. Now is the time to contact your Chamber member bank or financial institution and discuss your options.

NEW YEAR RESOLUTIONS

As this is the January 2013 Newsletter, one New Years resolution MUST be to tell the world that you have survived the past few years and you are alive and well. We at the Chamber have a number of effective and inexpensive ways to help spread your custom message. In addition, we have the stats that backup the fact that a great number of people read and use our Membership Directory (The Book), Newsletter ad space, Community Map and our fabulous web site. Call the office today and make an appointment to discuss your options to tell the world you are in business and want their business!

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\$\$ MONEY \$\$ FOR MERIDEN STUDENTS

Over the past 20 years, the Greater Meriden Chamber of Commerce has awarded \$83,500 to area students in pursuit of higher education thanks to funds raised through the chamber's annual golf tournament in addition to fundraisers by the HOLA (Hispanic Outreach Leaders in Action) Committee and YBL (Young Business Leaders of CT). Awards are given to Meriden residents graduating from area high schools. Another award is available for a student returning to college for another year. Applications have been distributed to the area high school Guidance Offices. They are also available by contacting the Greater Meriden Chamber of Commerce at 203-235-7901, or may be downloaded from the Chamber web site: www.meridenchamber.com/Content/Awards.asp. The completed applications must be returned to the Chamber by January 20, 2012. The recipients will be presented with certificates at the 117th Greater Meriden Chamber of Commerce Annual Meeting & Dinner to be held in April 2013.



MESSAGE FROM THE PRESIDENT:



Séan W. Moore

December 14, 2012

The events of December 14, 2012 in Newtown, Connecticut have reignited many of our nation's debates about freedom, rights and responsibilities. As we discuss and review the policies, procedures and the politics, I encourage each of us to reread the words of President Obama as spoken in Newtown on December 16, 2012:

"There's only one thing we can be sure of, and that is the love that we have - for our children, for our families, for each other. The warmth of a small child's embrace - that is true. The memories we have of them, the joy that they bring, the wonder we see through their eyes, that fierce and boundless love we feel for them, a love that takes us out of ourselves, and binds us to something larger - we know that's what matters. We know we're always doing right when we're taking care of them, when we're teaching them well, when we're showing acts of kindness. We don't go wrong when we do that.

That's what we can be sure of. And that's what you, the people of Newtown, have reminded us. That's how you've inspired us. You remind us what matters. And that's what should drive us forward in everything we do, for as long as God sees fit to keep us on this Earth."



WHO'S WHO AND PEOPLE TO KNOW

The Greater Meriden Chamber **Board of Directors** is made up of business leaders from different sectors who meet monthly to provide oversight to the Chamber's program of work and set policy for the organization. The Board meets on the second Wednesday of each month. There are currently twenty-seven directors; each month we'll feature several of them so that you can get to know and recognize them! A complete list of our directors may be found at www.meridenchamber.com.

Joe Criscuolo is owner of The Home Store Real Estate. He attended Middlesex Community College and received his Real Estate and Appraisers Certification from UCONN. Joe has been a realtor for 36 years and loves his job. He is also owner and operator of Advantage Appraisal Company, a division of the Home Store Inc. Joe is currently serving on the Chamber's Board of Directors as well as the Chamber's Membership Committee where he was captain of Team Infinity during the Chamber's Membership Drive in 2010. Joe enjoys the many Chamber events to network and meet members of the Chamber. Joe's hobbies include billiards, skiing, volleyball, riding his Harley, working out and the ocean. His family consists of his mother, Joanne Criscuolo and sister, Felicia Criscuolo.



Joe Criscuolo

JANUARY UPDATES ON MERIDEN TRANSIT ORIENTED DEVELOPMENT (TOD) ACTIVITIES

The City of Meriden is getting our community on track to be ready for TOD activities in our Central Business District and two very important next steps are happening in January. At our **January 11th** Breakfast, City Manager Larry Kendzior will give a presentation to our membership on what actions we can look forward to in 2013 and what the long term impact will be on our businesses. We want all of the business community to understand TOD so the entrepreneurs will figure out how to participate. Q & A will follow so sign up today.

For the other next step, Meriden City staff has been working on recommendations for NEW detailed zoning regulations for the TOD district as well as a new process of approvals for the projects in our Central Business District. (The TOD district is defined in legislation as the half mile radius around the train station.) Please be on the lookout in January for the draft report and an announcement about the public meetings to involve the business community in this important process. This community will be ready and make the 2016 New Haven-Hartford-Springfield Rail start of service date!

This issue of Chamber News is a member service of the Greater Meriden Chamber of Commerce, Inc. with offices located at 3 Colony St., Suite 301, Meriden, CT 06451. You can also visit us on line at www.meridenchamber.com. Ph: 203.235.7901 Fx: 203.686.0172 info@meridenchamber.com

We welcome Chamber member and community news, events and other articles of interest from our diverse membership base. The Greater Meriden Chamber of Commerce serves its member businesses in Meriden, Wallingford, Southington, Berlin, Cheshire and Middletown Connecticut. We invite all businesses to join with us and become members of our chamber

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For all of your needs visit our members at www.meridenchamber.com

UPCOMING JANUARY EVENTS:



Mark your calendars, iPhones, Droids, etc. with these event dates. **M** = Chamber or Business event; **J** = Community event. More details and RSVP information for these events may be found on www.meridenchamber.com!

- M** Wed, Jan. 2: 8:30 am - 9:30 am: **Government and Business Development Committee** in the Chamber Board Room.
- M** Thu, Jan. 3: 2:00 pm - 3:00 pm: **Marketing & Publicity Committee Meeting** at the Greater Meriden Chamber of Commerce.
- M** Tue, Jan. 8: 8:30 am - 9:30 am: **Ambassadors & Membership Committee Meeting** at Bongiovanni Ins. & Fin., 107 East Main St., Meriden.
- M** Wed, Jan. 9: 8:30 pm - 9:30 am: **Health and Wellness Council Meeting at Masonicare**, Masonic Ave., Wallingford. Members in the healthcare field in addition to businesses with employee wellness councils and anyone interested in health advocacy and education are welcome to attend.
- M** Wed, Jan. 9: 3:30 pm - 5:00 pm: **Chamber Board of Directors Meeting** at the Community Economic Development Fund, 965 E. Main St., Meriden.
- M** Wed, Jan. 9: 5:00 pm - 7:00 pm: **Business After Hours showcasing (CEDF) Community Economic Development Fund**, 965 East Main St., Meriden. No fee. Come out for New Year's Networking to make connections for your business in 2013! Members and guests are welcome to enjoy refreshments & more! R.S.V.P: 203.235.7901.
- M** Thu, Jan. 10: 9:00 am - 12:00 pm: **SCORE** at the Chamber of Commerce. Call 203.235.7091 to make an appointment. See pg. 5 "Did You Know"!
- M** Fri, Jan. 11: 7:30 am - 9:00 am: **Breakfast Club Celebrates "All Things NEW" with City Manager Larry Kendzior** at the Four Points by Sheraton, Meriden, CT. Call 203-235-7901. See enclosed flyer. Be INFORMED on our city's projects - they will impact us all.
- M** Mon, Jan. 14: 5:00 pm - 6:00 pm: **Ribbon Cutting & Grand Opening Celebration at Cascade Salon, LLC**. 690 East Main St., Meriden. ALL are invited to join us in welcoming the new business to Meriden and to the chamber!
- M** Tue, Jan. 15: 8:30 am - 9:30 am: **GOLF Committee** in the Chamber Board Room.
- M** Tue, Jan. 15: 5:00 pm - 7:00 pm: **BEST PRACTICES: Displaying Your Business / Organization** - FREE Workshop at the Greater Meriden Chamber of Commerce R.S.V.P to 203-235-7901. See inside back cover for details and registration information.
- J** Tue, Jan. 15: 5:30 pm - 6:30 pm: Don't Judge a Food by its Label at DIVERSIFIED PHYSICAL THERAPY LLC, 1260 East Main Street, Meriden. Register Early for this fun, interactive and informative event call (203) 630-3939.
- J** Thu, Jan. 17: 10:00 am - 12:00 pm - Free Hearing Screening at the Meriden Senior Center, 22-26 West Main St., Meriden. Call 888-679-9997.
- M** Wed, Jan. 23: 5:00 pm - 8:00 pm: **Jump START-or-Kick UP Your Business in 2013: Session 1**, My City Kitchen, 384 Pratt Street, Meriden (enter via Camp St.). Call 203.235.7901. See enclosed flyer - OPEN TO ALL, non-members, small businesses and people looking to start a business.
- M** Thu, Jan. 24: 12:00 - 1:00 pm: **Hispanic Outreach Leaders in Action Meeting** at La Perla Restaurant, 39 W. Main St, Meriden. \$5 per person covers lunch. All are welcome to attend. Call the Greater Meriden Chamber at 203.235.7901
- M** Mon, Jan. 28: 5:30 pm - 8:00 pm: **Pizza, Pasta and Politics with our State Legislators** - see outside back cover for details - be there to meet our new and veteran state representatives!
- M** Tue, Jan. 29: 8:30 am -9:30 am: **Education/Technology Committee** at the Greater Meriden Chamber of Commerce. Call 203.235.7901.
- M** Tue, Jan. 29: 4:00 pm - 5:00 pm: **YBL - Young Business Leaders of CT** - Meeting at the Greater Meriden Chamber of Commerce. Call 203.235.7901
- M** Wed, Jan. 30: 5:00 pm - 8:00 pm: **Jump START-or-Kick UP Your Business in 2013: Session 2**, at My City Kitchen, 384 Pratt Street, Meriden (enter via Camp St.). See enclosed flyer. - OPEN TO ALL, non-members, small businesses and people looking to start a business.

Chamber Offering Sessions for Startup and Growing Small Businesses!

There's an old joke about asking the book store owner where to find the "Self Help" section and she replied "Wouldn't that defeat the purpose?" SCORE, the Service Corp of Retired Executives is teaming up with My City Kitchen, the Chamber and our sponsor TD Bank to offer a three part program for GROWING and STARTUP businesses...and members have already started to sign up! Every business owner who wants to better understand the growth potential of their own business will benefit from this series. Please see the enclosed flyer in this Newsletter.

DECEMBER RE-CAP



FABULOUS NETWORKING AT THE HOLIDAY BAH!

Close to 120 people attended the chamber's Holiday BAH at the Augusta Curtis Cultural Center. Thanks to Valencia Liquor & Wine Shop and Sapori Fine Catering for refreshments. Thanks to all who attended to help us kick off the holiday season! (left) Augusta Curtis Chamber Choir. (below) Delectable desserts by Sapori and holiday smiles!



* IMPORTANT * BREAKFAST CLUB UPDATE:

Get your popcorn ready! The Chamber's Breakfast program is NOW AIRING on Cox Public Access Channel 15 on Tuesdays at 8:00 pm. Check the chamber website for details!



ALL of our event photos are found online and are archived; check it out to see if you can identify any familiar faces - maybe even YOURS!



Find event photos at: www.meridenchamber.com



WELCOME, NEW MEMBERS!

Cascade Salon, LLC: 690 East Main St., Meriden, CT 06450. The phone number is 203-440-9222. Brian Gravel is the primary contact. Cascade Salon thrives on guest satisfaction and professionalism where you can experience a high end service at a low budget price.

Flippin Good Bartending Service LLC: 65 Christopher Ln., Meriden, CT 06451. The phone number is 203-676-9265. Patrick Muli is the primary contact for the business whose mission is to provide a unique and memorable experience for all guests in a fun and entertaining environment while offering professional bartending services as well as 'flair' entertainment for a variety of social functions. Thank you to Richard Pendred of A & A Office Systems for inviting Patrick to join the Chamber!

Hawthorne Inn: 2421 Berlin Turnpike, Berlin, CT 06037. The phone number is 860-828-3571 and the fax is 860-828-7635. Michael Diennor is the primary contact. The Hawthorne has been providing fine dining and world class entertainment for years. They feature delicious classic menu choices with something for everyone. Thank you to Marc Nemeth of Jonal Laboratories Inc. and Edward Zavaski of Edward Zavaski Agency LLC for inviting the restaurant to join the Chamber!

Uplifts, LLC: P.O. Box 793, Litchfield, CT 06759. The phone number is 860-309-3444 and the fax is 860-626-7444. Keith Triscele is the owner. Uplifts, LLC is a family run Home Accessibility Company that finds affordable solutions to help you gain mobility and freedom in your home or business environment with stair lifts and porch lifts, ramps, cushion lift chairs, elevators, and home health products.

MEMBER RENEWALS...

We recognize and thank our members who have joined or renewed their investment in the Chamber within the last month. Be sure to visit www.meridenchamber.com for the most up-to-date membership listing:

MEMBERS USE MEMBERS!

A & A Family Restaurant
 AC Exterminating Co. LLC
 Academy Di Capelli
 AlphaGraphics
 Arthur W. Wood Company, Inc.
 Canberra Industries, Inc.
 Comcast Spotlight Guilford
 Direct Link
 eBenefits Group Northeast, LLC
 Edwin Cordero Painting LLC
 F.W.R. Consulting Services
 Holiday Inn Express Hotel & Suites
 Instant Imprints
 John J. Ferry & Sons, Inc.
 Jor-Mad, Inc.
 LaRosa Building Group, LLC
 Meriden Family Dental
 Procure Physical Therapy & Sports Medicine
 Pyramid Time Systems
 Salon Nathaniel LLC
 The Center for Research, Inc.
 The Cove Center For Grieving Children
 Tony's Trucking Company, Inc.
 Two Pour Guys Bartending
 Val's Auto Service
 Westfield Care and Rehab Center
 Women & Families Center ~ WFC

MEMBER MILESTONES...

Diversified Physical Therapy CONGRATULATES Michelle Thibeault, PT. On December 2, 2012 Michelle graduated from the Sex Therapy Postgraduate Training Institute of New York. Michelle's hard work and commitment to advancing her education has earned her an additional credential as Sex Counselor. This further enhances her niche in physical therapy as a Pelvic Floor Specialist. Michelle's practice, located at 1260 East Main St in Meriden CT, has her treating patients, both men and women, ranging in age from teenagers to the elderly. People who suffer from pelvic pain and dysfunction in New England and the tri-state area seek out Michelle for her unique expertise. Diversified Physical Therapy, LLC is an independently owned and operated outpatient physical therapy clinic. In addition to physical therapy, DPT offers a variety of classes such as Core Stability, Yoga, Pilates, and Belly Dancing. DPT also hosts Special Events, which include monthly Crystal Bowl Meditations facilitated by Michelle. January 15th brings Nutritionist Joanne Hoffman of Eats 4 Life. Joanne will present a fun and interactive hour of decoding your food labels. Ophelia Dulko, Energy Medicine Practitioner, will facilitate a Family Constellation Workshop in February. Call to register for any event or class: 203.630.3939. Visit www.diversifiedpt.com and "LIKE" us on Facebook!



Naugatuck Savings Bank officially announced grand opening of its new Wallingford branch located at 665 North Colony on Route 5. It is the



bank's 19th branch and the debut of a new open branch design concept featuring Personal Teller technology. "Our new Wallingford branch is an introduction to a new way of banking, adding new conveniences for our customers while still providing personalized financial services for which Naugatuck Savings Bank is known," said Charles J. Boulier III, president of Naugatuck Savings

Bank. "We're thrilled to now be part of the Wallingford community and welcome the opportunity to serve its residents, families and businesses." An exciting new feature of the Wallingford branch is the introduction of Personal Teller technology. Naugatuck Savings Bank is the first bank in Connecticut to deploy two uGenius Personal Tellers, powered by the uGenius Video Banking System which are available for extended hours on Saturday, along with before and after typical bank hours on weekdays. Personal Tellers give customers the ability to interact with a live teller through two-way video. Customers may conduct typical transactions through Personal Tellers including making deposits and payments, transferring money, cashing checks, and more. The new Wallingford branch marks Naugatuck Savings Bank's fifth branch opening in two years. The new branch will be staffed with consultative Personal Bankers who can serve customers' needs with everything from a new checking account, to a mortgage to a business loan. The branch also features a computer café and an investment center.

A HAPPY 2013 BRINGS NEW YEAR NETWORKING!

Wed., Jan. 9: 5-7 p.m.: Business After Hours at CEDF, 965 East Main St., Meriden. No fee. Bring your business cards and be ready to network!

Mon., Jan. 14: 5-6 p.m. Ribbon Cutting: Cascade Salon, 690 East Main St., Meriden. Join us in welcoming this new business to the city and to the Chamber.

ALL are INVITED - RSVP: 203.235.7901



Find business resources at: www.meridenchamber.com

MEMBER UPDATES



The Greater Meriden Chamber is an active, involved partner in The New Haven-Hartford-Springfield (NHHS) Rail Project. The project will provide significant new regional passenger rail service options as a key component of a robust and vibrant multi-modal regional transportation system. The GMCC looks forward to providing the membership with updates as the project progresses. Amtrak continues the installation of underground signal and communication cables, the first portion of construction for the New Haven-Hartford-Springfield (NHHS) Rail Program. This work is required to upgrade signal and communication systems for the NHHS rail corridor and prepare for subsequent track and infrastructure improvements to re-establish Track 2. In December, cable installation work at grade crossings was scheduled for North Haven to Wallingford. Future updates on the status and location of cable installation activities will be provided on the NHHS program website at www.nhhsrail.com and by email. To receive email updates, please register on the NHHS program **website**.



Drust Family ShopRite of Wallingford and Southington welcome's Kailee Conrad RD, a Registered Dietitian, to our team. Come on in and meet her in the Wallingford store, 846 North Colony Road (Rt. 5), 203-626-7760. Visit www.shoprite.com and click on the Health and Wellness section where you can learn more about our programs. A Happy and Healthy New Year to all Our Customers. Thank you for Shopping with us. Sincerely, The Drust Family.

Golden Horizons Elder Care Services, Inc. : Here are some tips for staying safe while shopping, both offline and online: - Shop with a friend or family member. Shoppers who are out alone make for easier targets for thieves. - If shopping with children, have some guidelines - like a pre-designated place to meet in case of separation. Make sure they know to talk to security or store staff if separated from you. - Put all purchases in the trunk, or hide them from sight. Thieves will usually try to rummage through cars if they see something valuable first. - Save all receipts and print all confirmations (if shopping online). Having these will help you monitor if any thief attempts identity theft. - Hold your pocketbook close or keep your wallet in a front pocket where you can guard it well. It will prevent pickpocketing. Further, don't take out your credit card until bidden so as to prevent eyes from memorizing your card info. - If shopping online, shop on sites and stores you trust. Consider using a one-time or multiple purchase disposable credit card to also prevent identity theft. If you want to know more about Golden Horizons Elder Care Services, Inc., visit www.goldenhorizonseldercare.com.

Lighthouse Financial, LLC: For the second time, Lighthouse Financial owner Steven Jacques has won the CT Five Star Wealth Managers Award. The 2012 Five Star Wealth Managers award winners are a select group representing only less than 2% of the wealth managers in the CT area. Lighthouse Financial prides themselves on helping you to find strategies that will guide you toward your goals, focuses on financial planning for families, and helps you to find tools to help you make smart financial choices.



Donna, Hillary, Steve: Lighthouse Financial

Literacy Volunteers: If you can READ, you can HELP! Literacy Volunteers needs volunteers to help adults increase their reading and English speaking skills. If you are interested in being a literacy tutor, please go to www.lvagnh.org to fill out an application or call (203) 235-1714. Tutors are needed to work in Greater New Haven, Meriden, Wallingford and the Valley. The next training for new tutors starts in January, 2013. And, **SAVE THE DATE: February 27, 2013** for the Meriden - Wallingford Scrabble Challenge!

Masonicare: Stephen B. McPherson, President and CEO of Masonicare, has been selected to serve a 3-year term on the national board of LeadingAge, a Washington, D.C.-based association of 6,000 not-for-profit organizations in the U.S. focused on advocacy, education, and applied research. LeadingAge promotes home health, hospice, community-based senior services, senior housing, assisted living and continuing care residential communities, adult day services and nursing homes as well as technology solutions and practices that support the overall health and well-being of seniors. Mr. McPherson's term will begin in January. And, Wallingford resident Jon-Paul (JP) Venoit, Senior Vice President of Residential and Community-Based Services for Masonicare, has been appointed Chairman of the Connecticut Assisted Living Association (CALA). Formed in 1995, CALA promotes and supports assisted living providers and associated members through educational programs, legislative and public policy advocacy, and other initiatives.



DID YOU KNOW?
Greater Meriden Chamber is a Partner With SCORE...

So...what IS SCORE? SCORE is a group of active and retired volunteer business professionals. They are **experts in a wide range of essential areas of business and commerce and offer private mentoring and a variety of workshops and seminars** at their offices at Gateway Community College, Small Business Center: 20 Church Street, Room S105, New Haven, CT: 203-865-7645; www.newhavenscore.org.

But, thanks to our partnership with SCORE, their volunteers are in OUR offices once a month (2nd Thursday) for free confidential mentoring. Just call us at 203.235.7901 for your appointment.

We are also excited about offering, in conjunction with SCORE, TDBank and My City Kitchen, "Kick Up - or Jump Start Your Business in 2013" a 3 session workshop beginning January 23. See enclosed flyer for details!

Business Coaching

Are you interested in Professional Coaching for your Managers and Supervisors?

Solutions offers customized Leadership Development services for Connecticut businesses large and small.



www.solutions-eap.com

Call us for more information: 1-800-526-3485

Find community resources at: www.meridenchamber.com



MORE MEMBER UPDATES



Meriden Health & Human Services Department has a limited number of adult seasonal influenza (flu) vaccines available. Flu season runs from October to May, with activity usually peaking between December and March. Vaccination is the most effective way to protect yourself, and others, from the flu. This year's flu vaccine includes three different strains of the flu virus, including the 2009 H1N1 virus. Yearly flu vaccination is recommended for anyone over the age of 6 months. Any persons allergic to eggs or any part of the flu vaccine cannot get the vaccination. The cost of the adult vaccine is \$25.00 (cash only please) for self-pay clients. Medicare and Connecticut Medicare Advantage Plan are the only insurances accepted at this time. Child doses of the vaccine are available at no charge to Meriden residents. The vaccine is given at the Health Department, 165 Miller Street, Monday through Friday from 8:30am - 4:30pm. No appointments are necessary. Please call the Meriden Health Department Clinic office at (203) 630-4234 with any questions.

The Meriden Center of Middlesex Community College is offering Chinese Language and Culture course running January 23rd-May 18th, Mondays from 5:30-8:00pm and Wednesdays from 7-8pm. This is an excellent opportunity to increase your 21st century skills. For more information, please contact: Angelo Glaviano at aglaviano@mxcc.edu or 860-343-5807 or the Meriden Center at 203-600-5044.

Meriden Hyundai has donated a 2013 Hyundai Elantra to the Meriden Schools. It was unveiled at the annual Standard Bowl between the Panthers and the Spartans at Falcon Field on Thanksgiving Day. This raffle will benefit all schools, teams, organizations and clubs. The winner will be chosen at the city wide concert held on May 21st at Hubbard Park. Tickets will be \$5 and available by contacting DAVID.SALAFIA@MERIDENK12.ORG or CFOLCIK@MERIDEN-HYUNDAI.COM.



MyCityKitchen has announced that they will be holding the 2nd Annual Culinary Extravaganza - **SAVE THE DATE: April 6, 2013!**

COMMITTEE CONNECTION



A GREAT deal of work happens at the committee level here at the Greater Meriden Chamber. This area will update you, our members, on a regular basis as to that activity. And, we do encourage your involvement and that of your employees on any committee!

Government & Business Development Committee: The committee meets the first Wednesday of the month at 8:30 a.m. in the Chamber's Board Room. The group is chaired by Marc Nemeth, Jonal Labs. Any and every chamber member business is welcome to participate in the committee.

The committee monitors local, state and federal legislative issues impacting business and considers programs to add value for Chamber members dues investment.

What they're up to: The members of the committee are diligently working on the Legislative Agenda - to be voted on at the January Board meeting. PPP - Pizza, Pasta & Politics is slated for 1/28/13 - see enclosed flyer for details. The Quinnipiac, Hamden and Cheshire Chambers have been invited to attend. The event is especially important this year with new state representatives and new leadership in the position of Speaker of the House.

Their next meeting is scheduled for Wednesday, January 2, 2013.

New Opportunities of Greater Meriden is seeking volunteers to assist with tax preparation for low income individuals and families through our IRS sponsored Volunteer Income Tax Assistance (VITA) program. Volunteers are not required to have experience in preparing taxes and will receive access to IRS training materials. Volunteers are only asked to commit to one 3.5 hour volunteer shift per week throughout the 10 week tax season beginning on January 29th. Volunteer shifts will be available on Tuesday evenings from 5-8:30 and on Saturday mornings from 9am-12:30pm. For more information, contact VITA volunteer coordinator Seth Duke at (203) 575-4355 or by email, sduke@newopportunitiesinc.org.

Paychex: Cynthia Andersen is your local sales representative for Paychex, Inc., a leading provider of payroll, human resource, and benefits outsourcing solutions for small- to medium-sized businesses. She is excited to be an Ambassador for the Greater Meriden Chamber and also is new to the chamber's Marketing Committee. Cyndi resides in Cheshire and has three grown children. For more than 40 years, Paychex has offered an ever-growing suite of products and services that free clients to do what they do best - run and grow their businesses. For more information about Paychex services, visit www.paychex.com, or contact Cynthia at 203-671-3615.




Cyndi Anderson

SendOutCards: Regardless of what they sell, successful businesses have one thing in common - they know how to build and maintain relationships with their clients, customers, distributors, referral sources, and the people they meet throughout their day. "Appreciation will win over self-promotion -- every time!" SendOutCards is the most cost effective, easy-to-use, web-based appreciation marketing system available today to build, grow, and maintain relationships.



SendOutCards is a powerful business tool to help you: - Increase your client retention; - Increase your referrals and customers; - Increase your sales closing ratios; - Change the way that you do business; - Keep in touch with family & friends. Easily send cards and gifts from the convenience of your laptop, desktop, iPhone or iPad. SendOutCards will print, stuff, stamp, and mail your cards or gifts the same day! Send Out To Stand Out! Can Your Business Afford Not To? Try it out - visit www.sendoutcards.com/143481 to send a FREE Card Today! Holly Heger, Senior Distributor with SendOutCards is your contact at 860-518-3857 or e-mail to holly.heger3@gmail.com.


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Sunita Kalluri D.D.S.

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www.dentalgroupofmeridenwallingford.com



Find it all at: www.meridenchamber.com

Workshop



Best Practices for Displaying Your Business at Events

Attendees will get ideas & tips on the in's and out's of promoting your business at trade shows, conventions, business expos, fairs, etc.

- What are this year's HOT give-aways? Plan now to allow for plenty of time to place your order with a Chamber Member Promotional Company!
- Learn examples of what to do and not to do as vendors, what questions to ask when you register to exhibit, and more.
- Add pizzazz and flair to your booth. Make it inviting to "draw in" attendees to come to see your information.

NO FEE FOR MEMBERS

If you are new to exhibiting and not sure what to expect or a veteran exhibitor looking for fresh ideas, this workshop is just for you.

Program Outline

- 5:00—5:15 Arrival, Networking, Refreshments
- 5:15—6:15 Program
- 6:15—6:30 More Networking, Q & A

**Tuesday, January 15, 2013
5:00 p.m. - 6:30 p.m.
at
The Greater Meriden
Chamber of Commerce
3 Colony St., Ste. 301
Meriden**



Name

Company

Email

Please RSVP to:
The Greater Meriden Chamber of Commerce
3 Colony St., Suite 301, Meriden, CT 06451
Tel: 203-235-7901 / Fax: 203-686-0172
info@meridenchamber.com
www.meridenchamber.com

Pictured above:
Past exhibits from Women & Families Center, Salon Nathaniel, and Naugatuck Savings Bank



Pizza, Pasta & Politics

Event Sponsor:



The Greater Meriden Chamber of Commerce *provides access and forums to meet one- on-one and in groups with our elected officials.*

BRINGING VALUE TO OUR MEMBERS...

This event brings our diverse membership base and legislators *together* to discuss issues important to the business community.

Monday, January 28th, 2013

5:00 - 7:30 p.m.

Hosted by and held at: **Hunter's Ambulance Service Training Center**
450-478 West Main Street, Meriden, CT 06451

Our State of Connecticut Delegation has been invited to attend – Rep. Cathy Abercrombie, Rep. Buddy Altobello, Rep. Hilda Santiago, and Senator Dante Bartolomeo. Come out to meet with our veteran and newly elected representatives in Hartford. Feel free to submit questions in advance: info@meridenchamber.com.

PROGRAM OUTLINE:

5:00 p.m. Doors Open

5:30 p.m. Refreshments (salad, pasta, pizza, & beverages).

6:00 p.m. Program, including Q&A

7:30 p.m. Program Ends

Fee: \$15 per person reserved & paid by 1/16/13 \$20 if reserved after 1/16/13

Please remit checks payable to the Greater Meriden Chamber.

Please indicate the attending Members, Employees and Guests so we may provide an accurate count to the host & so we may create your name badge to **promote you and your business!**

Name

Company

Email

_____	_____	_____
_____	_____	_____
_____	_____	_____

Please **R.S.V.P.** to the Greater Meriden Chamber of Commerce
3 Colony Street, Suite 301, Meriden, CT 06451

Tel: 203-235-7901

FAX: 203-686-0172

www.meridenchamber.com



All Things New

Friday, January 11, 2013

7:30 a.m. to 9:00 a.m.

Four Points by Sheraton, 275 Research Parkway, Meriden



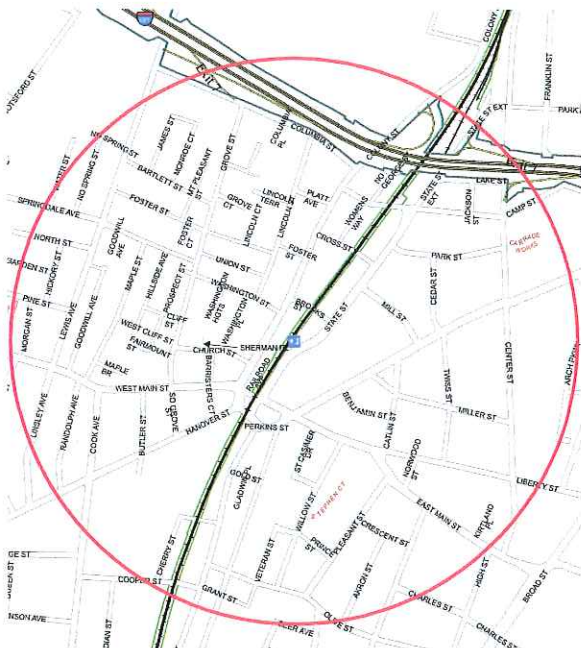
Lawrence Kendzior

Meriden City Center 2013: Looking Forward

All Chamber members and their guests are invited to join us as Meriden City Manager Lawrence Kendzior brings us up to date on the progress of a number of projects from transit oriented development to flood control that will impact Meriden's City center and what we can look forward to in 2013.

Program Outline:

- 7:30—8:15 a.m. Arrival, Networking, & Great Breakfast Buffet
- 8:15—8:30 a.m. Announcements, Recognition
- 8:30—9:00 a.m. Governor's Presentation including Q & A



Company Name: _____

Name: _____

E-Mail: _____

Chamber Members: \$18 in advance; ___ check enclosed Chamber Members: \$20 at the door (without a reservation) Members to be \$25. *Registration changes must be made 2 days prior to event to avoid charge*

Credit Card # (AX, Disc, VI, MC) _____

3 digit code: _____ Card Zip Code _____ Exp. _____

Sponsor package details are on the reverse - options for every business and any budget are a GREAT way to promote your business via The Breakfast Club! Your sponsorship lives on as the event is taped and aired on www.meridenchamber.com (70,000+ unique visits per month)!





**Please RSVP by
January 9, 2013
To your Chamber!**



**3 Colony Street, Suite 301, Meriden, CT 06451 Ph: 203.235.7901
Fx: 203.686.0172 info@meridenchamber.com
www.meridenchamber.com**

The Breakfast Club Celebrates...

**Sponsorship Options
For Every Business, Any Budget!**

Bronze	Silver	Gold	Platinum Exclusive One Per Event
Business Name listed on table tent cards at event	Business Logo listed on table tent cards at event (.5" h x 2" w)	Business Logo listed on table tent cards at event (1" h x 2.5" w)	Business Logo listed on table tent cards at event (2" h x 4" w)
3 Breakfast Tickets	6 Breakfast Tickets	Reserved table with 10 Breakfast Tickets	Reserved table of 10
Shared Display Table (2 per table max)	Shared Display Table (2 per table max)	Exclusive Display Table	Exclusive Display Table
Business Name Listing on event Web Page	Business Name Listing on event Web Page	Logo with web hyper link on special event web page (1" h x 2.5" w)	11 Breakfast tickets
Web Video: Name listed in text on screen as sponsor	Web Video: Logo on Screen (.5" h x 2" w) 10 seconds	Web Video: Logo on Screen (1" h x 2.5" w) 20 seconds	Logo with web hyper link on special event web page (2" h x 4" w)
Recognition from podium at Breakfast	Recognition from podium at Breakfast	Recognition from podium at Breakfast	Web Video: Logo on Screen (2" h x 4" w) 30 seconds
		LOGO on pre-event promotional materials	Recognition from podium at Breakfast
			Up to 1 minute "commercial" at podium
	Introduction of Guest Speaker		LOGO on pre-event promotional materials



Note That This Event will be Videotaped for Airing on the Chamber's Website making the sponsorship Live on much longer than the event itself! These rates are PER event. Any Business Interested in Sponsoring more than one – or as a series – may contact the Chamber so that we may create a package that suits your needs and budget!



Special Workshop

Kick-up or Jump-Start Your Business in 2013

This workshop consists of a series of 3 sessions designed to help you and your business in 2013 or maybe you or someone you know wants to START a business and needs to learn A-Z on how to do it and do it RIGHT! We are here to help.

January 23rd-Start up and Growing Business Basics

January 30th-Industry and Competitor Analysis

February 6th-Financial Planning & Management

See reverse for details on each session.

My City Kitchen, 384 Pratt St., Meriden

5:00 p.m. to 8:00 p.m.

Please indicate sessions attending

All 3 sessions Jan. 23rd Jan. 30th Feb. 6th

Space is Limited. Please register Early!

Please RSVP to:
The Greater Meriden
Chamber of Commerce, Inc.
3 Colony St., Suite 301,
Meriden, CT 06451
203-235-7901
fax 203-686-0172
info@meridenchamber.com
www.meridenchamber.com

Company Name: _____

Attendees: _____

Bill me Credit Card (Amer. Exp, VISA, M/C, Discover)

Card # _____

Card Expr. _____ **Card Ver. #** _____ **Card Zip Code** _____

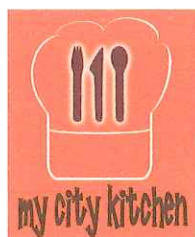
Kick-up or Jump-Start Your Business in 2013

Each session will include fabulous food and refreshments from 5:00 to 5:30. The rest of the evening there will be a combination of power point lectures from SCORE volunteers, hands-on exercises, and presentations by local business professionals. We encourage you to register and attend all three sessions. You can expect to walk away with great information and key contacts in the community to network with in the future!

- January 23rd—**Start up and Growing Business Basics** will begin with introductions: to one another, the program, presenters, the Greater Meriden Chamber and SCORE. Basics: Myths of entrepreneurship; Business ideas and profitable business opportunities; Developing and assessing your business concept; Business organization - when and how do I change that structure?, legal forms of business and insurance issues; Sources and uses of funds; The Business Plan: a "living" document to guide you in your start up AND growth!
- January 30th—**Industry and Competitor Analysis** includes: Industry and Competitor Analysis; Product and Services; Industry Analysis; Pricing Strategy; Target Markets and Channels; Marketing Strategy and Message; Business Structure; The Marketing Plan
- February 6th—**Financial Planning & Management** includes information on: Importance of financial planning, taxes, and bookkeeping; Building a financial model; Start-up and growth funds; Fixed and operating expenses; Unit pricing and forecasting sales; Preparing, understanding, and managing financial statements; Balance sheet; Statement of cash flows; Income statement.

Cost is \$10 per session per person or \$25 for all 3 sessions per person. You are encouraged to attend all sessions for if you do, you'll receive a certificate. This workshop is OPEN to ALL - small business people looking to be more informed and make 2013 their best year yet AND people looking to start a business. BONUS: if you are not a member of the Greater Meriden Chamber and you join, you will receive a \$25 credit toward your membership!

This event is held in partnership with:



Casino Bus Trip to Foxwoods

Saturday, February 23rd, 2013



Departure Time: 9:30 AM SHARP from:
Meriden HUB

Cost: \$25.00 per person
(\$20 back: \$10 food voucher & \$10 Keno)

Return to Meriden: 5:30 PM

Hurry Space is limited - Reserve your seat(s) Today!

The Hispanic Outreach Leaders in Action Committee invites everyone (Open to the Public, 21+ years old please) to come with us to Foxwoods for a fun day all to benefit the 2013 HOLA Education Awards. Foxwoods is your Connecticut destination for casino excitement surrounded by top entertainment, gourmet dining, premier shopping, luxury and more. There will be prize drawing's on the bus!

Proceeds Benefit the 2013 HOLA Education Award Fund!

Name	Email	Company
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>

_____ \$25.00 per person = \$_____ Check Enclosed Make Checks Payable to Greater Meriden Chamber of Commerce (HOLA in Memo) Credit Card # AX, Discover, VI MC _____
 EXP. _____ Verification# _____ Zip Code of Card _____



In Partnership With:
The 35th Annual
Daffodil Festival



EXPO Presenting Sponsors



Friday, April 26th
through
Sunday, April 28th

Exhibiting Company Information: Please print clearly

Name of Presenting Company			Contact Person		
Mailing Address					
City		St	Zip	E-mail Address	
Phone	Fax		Exact Wording for Booth Signage		

1. Please read and complete this application and returned to the Greater Meriden Chamber of Commerce with your minimum deposit of \$125.00 to reserve your space.
2. Exhibit fee must be paid in **FULL** by **APRIL 1, 2013**.
3. Your Vendor Packet will be sent prior to the event.

Choose your Option Below

	<u>Members Rates:</u>	<u>Non-Members Rates:</u>	Amount
<input type="checkbox"/> Saturday & Sunday "Perimeter Prime Booth"	\$1,100	\$1,350	_____
<input type="checkbox"/> Saturday & Sunday "Interior Prime Booth"	\$ 975	\$1,225	_____
<input type="checkbox"/> Saturday & Sunday Exhibitor Booth	\$ 850	\$1,100	_____
<input type="checkbox"/> Saturday ONLY Exhibitor	\$ 500	\$ 750	_____
<input type="checkbox"/> Sunday ONLY Exhibitor	\$ 400	\$ 650	_____

All Saturday and Sunday exhibitors get a **free Bonus Friday Booth** which includes an early and leisurely set-up on Friday afternoon from **1:30 p.m. to 4:30 p.m.** This will allow you to exhibit at the huge **Business After Hours and 2013 Expo Preview** from **5 p.m. -7 p.m.** providing maximum business to business connections and great networking.

Please indicate here to reserve for bonus Friday so we may provide you with the early setup details.

Regular Daffodil Festival EXPO Hours: Saturday—10 a.m. to 6 p.m. (Daffodil Festival closes at 9 p.m.) and Sunday—10 a.m. to 5 p.m.

Electricity is \$35.00 for each 15 amp circuit. Please plan accordingly and bring an extra extension cord and power strip.
 Please indicate here the equipment requiring electricity: _____
 Num _____ Outlet (s) x \$35 = _____
 TOTAL = _____

All booths will be 8' (deep) x 10' (Wide) with: 3' High Flameproof Draped Side Rails, 6' Skirted Display Table, 8' High Flameproof Back Wall Drape, 2 chairs, Exhibitor ID Signage. Additional items may be contracted through the pipe and drape vendor.
 Please indicate what you will be displaying.

Displaying: _____

Please return this reservation form with your payment or deposit to:

The Greater Meriden Chamber of Commerce, Inc., 3 Colony St., Suite 301, Meriden, CT 06451
info@meridenchamber.com 203-235-7901 / fax 203-686-0172 www.meridenchamber.com

ACCEPTANCE: I agree to abide by all guidelines, specification, rules and regulations governing the Greater Meriden Chamber of Commerce and to the terms and conditions of payment. All cancellations must be in writing by April 1, 2013. All initial deposits are non-refundable.

Signature: _____	Title _____	Date _____
Printed Name of Signer _____		Company Name _____

Bill us Credit Card (AE, Disc., VISA, MC) # _____
 Exp. Date: _____ Zip Code of Card _____ Card Verification # _____

Hosted by the Greater Meriden Chamber of Commerce, Inc. and the Meriden Daffodil Festival.
 Visit www.meridenchamber.com or www.daffodilfest.com for more details about the 2013 Festival!
All Booth Space MUST be PAID IN FULL by April 1st, 2013.



50,000 people attend the Festival annually. In 2013 special events are planned for the Festival's 35th year.

Register Early Prime Spots SOLD OUT in 2012!

The highlighted spaces (see map above) offer exhibitors the opportunity to reserve a "prime" space. The locations offer the greatest visibility and traffic and are near the main entrances and/or are corner booths.

- ◆ "Perimeter Prime": All with easy access to Electric (Please see electric fee on application)
Perimeter of the tent
Rate of \$1,100 - 2 days (Saturday & Sunday *)
Above rate available to Chamber Members Only
- ◆ "Interior Prime": No Interior Access to Electric
Corner Spots at ends of the Aisles
Rate of \$975 - 2 days (Saturday & Sunday *)
Above rate available to Chamber Members Only

GREAT Visibility!

Added Features: Prime Location Sponsors will receive company name on 3,000 bags distributed throughout the weekend, a single prime space, Prime Sponsor signage, and company name **bolded** on the Chamber Website.

- All reservations must be received by the Chamber by March 1, 2013 to guarantee accurate signage & booth placement. Booths must be staffed at all times for maximum prospect interaction..
- The Electricity Fee must be paid in advance to guarantee a booth with electric. Electricity availability cannot be guaranteed with reservations placed after March 1, 2013.

Parking for vendors and guests IS allowed in the Park on Friday ONLY.

*If setting up your exhibit on Saturday or Sunday, you may enter the Park between 7:00 a.m. and 9:00 a.m. All vehicles **must** be out of the park **by** 9:00 a.m. For Saturday and Sunday, vendors must be shuttled in after your exhibit is set-up. Easy, Convenient Shuttle Transportation begins running continuously at 9:00 a.m.*

BONUS

2013 EXPO Hours

* **Bonus Friday:** If you plan to exhibit **BOTH** Saturday and Sunday, you are eligible to take of advantage of Friday afternoon setup from 1:30 p.m. to 4:30 p.m. and may exhibit at our Bonus Friday Business After Hours from 5 p.m. to 7 p.m. on April 26th featuring food, beverages, networking, entertainment, and door prizes.

Saturday—10 a.m. to **6 p.m.** (the Festival activities continue until 9:30 p.m.)

Sunday—10 a.m. to 5 p.m.

Security Services are on-site and working in the tent on Friday AND Saturday nights.



Exclusive Offer for Meriden Chamber of Commerce Members

***Paychex would love to add you to our list of satisfied customers!
Contact us today for more information.***

- ***Great New Payroll Package*** designed to fit the needs of your business including:
 - Tax Filing & Deposits
 - Direct Deposit
 - Check Signing & Insertion
 - State Unemployment Insurance Service
 - Online Payroll reports
 - General Ledger download
 - Complete Labor Compliance Poster Kit
 - HR & Benefits Essentials Web Site access
 - CPA Access Online
 - Employee Access Online
- ***Workers Compensation Service***
- ***401k and FSA pre-tax options***

*Ask me how you
can save up to
10% off your
annual payroll
fees!!*

Paychex has over 40 years in the payroll industry, and has nearly 600,000 clients nationwide! Call for a free no-obligation business evaluation and price quote.

Sign up and run at least one payroll before December 27th and receive FREE year end processing (W-2s/1099s)*.

**Contact:
Cynthia Parisi-Andersen
Cell: (203) 671-3615
Canders3@paychex.com**

*Current Chamber of Commerce Ambassador
I promise to take care of my customers!*

*For new Paychex clients only