



## The President's Corner...

When I accepted the Chamber's nomination to be a Director last year, I had no idea of the wild ride I'd be on to the Presidency.



Gary Miller

I feel a bit like I have been riding a bottle rocket. Nonetheless, I am extremely pleased to be your President. I had the privilege of growing up in the shadow of my father, a natural

leader, who had an immense sense of civic responsibility.

Throughout my career in the US Navy and my post-military service career, I have aspired to positions of leadership in my professional and community organizations. I look forward to serving as your President

*President's Corner continued on page 4*

## First Thursday of the Month...

### Chief Arciero Invites Residents to Monthly "Coffee with the Cops"

by Canton Chief of Police Christopher Arciero

One of the core missions of the Canton Police Department is community policing. The partnership between the community, businesses, government, schools, media and law enforcement plays an integral role in reducing crime and improving the overall quality of life.

To ensure this philosophy is supported, the Canton Police Department will host, on the first Thursday of each month, a "Coffee with the Cops" beginning on Thursday, January 6, 2011. The event will take place at 8:00 a.m. at the Canton Police Station at 45 River Road (Route 179).

All members of the Canton community – residents, businesses, government officials and media – are invited to attend. Share your thoughts, concerns, suggestions and questions on how the Canton Police Department can best serve our community. Light refreshments will be provided.

## Learn, network & eat...

### All Members Urged to Attend Annual Kick-Off Meeting at Canton Barn on January 11

by Phil Worley

The Canton Chamber's third annual Kick-Off Meeting will be held at Canton Barn on Tuesday evening, January 11. The Meeting is a mélange of networking, great food, dessert, beer and wine and "education" – something for everyone, in other words.

The "education" part may sound like an odd mix, but it is, in fact, the Chamber's primary goal to inform, demonstrate and otherwise communicate its numerous benefits and opportunities to its members to help them all launch the New Year. Considering the wide range of benefits and opportunities the Chamber provides to its members, some of them may be missed when browsing the website, newsletters, electronic communications, etc. The Annual Kick-Off Meeting facilitates one-on-one communication with Committee members and opportunities for members to easily get the information they seek.



Mark Bettera, La Trattoria, center, serves hors d'oeuvres to Art Lowell, Arthur R. Lowell Accounting & Tax Service and Linda King, Prudential Connecticut Real Estate at 2010 Kick-Off Meeting.

## Lots of Networking Opportunities

Formal presentations by Chamber committees will be limited and brief, on purpose. Committees will have tables around the Barn, which they would like those attending to visit, chat and ask questions. Information about Chamber membership, communications, advertising, marketing, education and training, insurance and other programs will be readily available.

*Kick-Off continued on page 2*

## Members Offered New Website and eNEWS Advertising Opportunities

by Dan Seger

Have you seen the Canton Chamber of Commerce's new website yet? Have you received one of the Chambers new eNEWS newsletters? Have you read a recent copy of our mailed newsletter? If you have, you know how powerful these can be for advertising your business to other Chamber members and website visitors.

The Chamber and the Communications Committee are excited to announce new ad rates for 2011. These rates will be lower and offer you more and more frequent advertising exposure.

Our web-site is a community resource, if you are an advertiser there, you can be sure that thousands of visitors each month will have an opportunity to see your ad, click on it and be redirected to your business website. We are also offering enhanced business listings, which allow your company to post photos, logos and more information in your company listing. The eNEWS monthly and timely news email offers similar exposure with a variety of different sized banner ads with live links to your business website.

*Advertising continued on page 3*

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## **Member Profile...**

# **Canton Village Gulf: An Old Fashioned, Full-Service, Friendly Station for More Than 31 Years**

by Bert Barer

On February 19, 1979, Dan Carcio marked his office calendar and stepped outside to open his Canton Village service station. Originally named Canton Village Exxon, today it's Canton Village Gulf. Right from day one his service business has lived by Dan's mission: "We at Village Gulf strive to maintain an honest, professional, courteous, and friendly service to all customers, parts suppliers, salespersons, and fellow employees."

He says with humility and pride, "The integrity and quality work of our team make Canton Village Gulf a highly respected landmark in Canton and outlying communities."

Canton Village Gulf services include lube, oil & filter; tires & tire repair; timing belts; the finest sublet service for major transmission repair and rebuilt and new or used engine replacement. Customer service provides local pickup and delivery. After repair or service, the car is returned to the owner's home.

Dan's office files are bulging with thank you letters and cards testifying to excellent service, fair competitive prices, and polite treatment of customers. Customers often thank the technicians who respectfully diagnose and fix cars until the owner is fully satisfied. Technicians work on a job even if it takes a callback. Should someone still grouse, a no hassle refund is offered.

The following incident exemplifies Dan's integrity, competence, and courtesy at Canton Village Gulf: Ten years ago, while driving on Route 44, a woman spotted the oil gauge in her Isuzu flash near empty. She imagined oil spreading over the highway. What to do? Fortunately, Dan Carcio was on her side, as she turned into his friendly, old fashioned service station. Extending a hand to help, he poured a quart of oil into the engine, and allowed her to park the vehicle in his lot until her Torrington shop could take a look at the car. He brought her predicament to a quiet solution without

asking for payment beforehand. And he did it with a smile. She reimbursed him a month later with a warm thank you card. Do we need to say anything more?



*Canton Village Gulf manager Jim Reyes, left, and owner Dan Carcio*

## **Kick-Off** continued from page 1

There will be plenty of time left for networking, exchanging business cards and getting to know other Chamber and New Hartford Business Council members. These useful and enjoyable activities rank high on the Chamber's long list of benefits – so it will be business (we hope) as usual on January 11.

Getting back to the refreshments, a variety of appetizers, hors d'oeuvres, desserts and other great edibles will be provided by Chamber members restaurants and caterers. These included Ben & Jerry's, Café Louise, Rice Fields, LaTrattoria, McDonald's of Canton and The Bagel Deli at the 2010 Kick-Off. Beer, wine, soda and water will be provided by Bahre's Package Store; and we trust that owner Mark Gerrity will again be the bartender.

Canton Chamber members, New Hartford Business Council members, prospective Chamber members and all local business owners and professionals are invited to attend the Annual Kick-Off Meeting. There is no charge to attend – but RSVPs are required by January 7. Go to [www.CantonChamberofCommerce.com](http://www.CantonChamberofCommerce.com) to RSVP.



Canton Business Park  
101 River Rd., P.O. Box 704 • Canton, CT 06019-0704  
phone: 860.693.0405 • fax: 860.693.9105  
email: [info@cantonchamberofcommerce.com](mailto:info@cantonchamberofcommerce.com)  
[www.CantonChamberofCommerce.com](http://www.CantonChamberofCommerce.com)

## **Canton Chamber NEWS**

Editor: Phil Worley  
Design, Layout & Printing: Goulet Printery  
Photos by Phil Worley, Executive Director,  
unless otherwise specified

**Advertising** *continued from page 1*

Our mailed newsletter is a bi-annual; it will review Chamber events and news relative to the business community. This newsletter will be available at local businesses and will also be mailed to our membership.

With these options in place, isn't it time you gave your business the exposure it deserves? Our advertising rates are shown below. For more information or to order an ad, please contact the Chamber office directly at (860) 693-0405.

**Advertising rates printed newsletter:**

Size	Per Issue
1/8 Page	\$40.00
1/4 Page	\$70.00
1/2 Page	\$120.00
Full Page	\$195.00

**Advertising rates website:**

Static Banner Ad (full time) sidebar graphic advertisement with link to website:

Term	Home Page	Interior Page
6 months	\$175.00	\$140.00
1 year	\$340.00	\$225.00

Rotating Banner Ad (share with 3 total) sidebar graphic advertisement with link to website:

Term	Home Page	Interior Page
6 months	\$120.00	\$ 95.00
1 year	\$210.00	\$140.00

Term	Rotating Top Banner – Home Page	Interior Page
6 months	\$300.00	N/A
1 year	\$550.00	\$350.00

*\*Each website advertising option also includes a logo image with link to your website next to your directory listing*

**Rates**

**eNEWS ads are all linked directly to your website and are sent monthly**

<b>1</b> business card ad 3.5" x 2"	12 months 1 (12) business card sized ads ..... \$190.00 2 (12) 1/4 or 1/3 page ads ..... \$335.00 3 (12) 1/2 page ads..... \$600.00
<b>2</b> 1/3 page 2.22" x 9.5"	6 months 1 (6) business card ads ..... \$140.00 2 (6) 1/4 or 1/3 page ads ..... \$250.00 3 (6) 1/2 page ads..... \$475.00
<b>2</b> 1/4 page 3.5" x 4.75"	
<b>3</b> 1/2 page 7.25" x 4.25"	

**Mike D'Apice Presents College Funding Seminar at Library**



Mike D'Apice

Mike D'Apice, Canton Chamber of Commerce Vice President and Membership Chair, was featured speaker at a Canton Public Library event November 9th. Mike's financial planning practice has created Money-Mindfulness modeling to help individuals and businesses plan in a way which honors their unique life paths. Whether \$500 per month or \$5,000 per year, Mike teaches how one may allocate funds to serve their highest

good. With this increased awareness and wisdom one can create abundance in a world where optimal financial health is not yet universally experienced.

Mike's seminar entitled "Creating The Ultimate College-Funding Arrangement" drew parents of Canton students who are eager to build college funds with special attention paid to reducing taxation, minimizing market risk, eliminating lost opportunity costs of losing financial strategies and positioning income and assets to maximize financial aid. A case study was shared and handouts were sent home with attendees.

Watch for other seminar offerings from Mike: "Tax-savvy Retirement Abundance" and "Turn Up The "Heir" Conditioning! A Hot Summer Night's Tale of Abundance and Legacy". Mike is available at (860) 694-4919 and [moneymindfulness@comcast.net](mailto:moneymindfulness@comcast.net).

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# GRAND OPENING

## Wine & Liquor Warehouse

345 Albany Turnpike (Rte 44), Canton  
860-693-4050

Join us for a Wine & Beer Tasting

**Saturday, December 11**  
**10:00am—8:00pm**

Small Batch & Single Barrel Bourbons  
Single Malt Scotch—Oregon Wine  
Micro Brews— Belgian Ales

**Competitive Prices**  
**Knowledgeable Staff—Friendly Service**

### MEMBER NEWS...

#### The Bagel Deli Adds to Menu, Offers Daily Lunch Specials

When Keith Coffin, manager of Bagels Plus Deli, bought the Canton Village business about two months ago he didn't waste time making major changes and improvements. First was the name change to The Bagel Deli. Then came daily lunch specials including home-made soups. New interesting and delicious sandwiches have also been added.

Keith's latest addition is gift baskets of all sizes. The Bagel Deli will also fill and wrap your own basket if you bring it in. The Bagel Deli will come to you or your business – delivering your lunch or breakfast order to your door. They also will do complete catering for your special event.

The Bagel Deli is right next to Walgreens in Canton Village, 220 Albany Turnpike, Canton. Call them at 860-693-8905.

#### ADVERTISE IN THE CANTON CHAMBER OF COMMERCE NEWSLETTER.

Your message can reach over 270 fellow Members of the Canton Chamber of Commerce by placing your ad in the Chamber newsletter. Chamber Members like to do business with other Chamber Members – people they know and trust. They need to know about your product or service.

To place your ad in the Chamber's Newsletter  
contact Kara Kacmarcik, 860-543-3007  
info@kasmarketingsolutions.com

### President's Corner continued from page 1

for the remainder of this Chamber year. I have set a personal goal to make our Chamber Board meetings more efficient and focused on the needs of the organization. I welcome and encourage feedback from the general membership.

The Canton Chamber of Commerce exists solely to serve its 280 members. We need your involvement and input in order for the Officers and Directors to move in the direction desired by our membership.

A vibrant organization needs the active participation of its membership. Join us at the *MORNING MINGLERS* at Panera Bread, Business after Hours and other networking events. Come talk to the Board at the monthly Board of Directors meetings on the second Tuesday of every month. Volunteer to join one of our committees – and be sure to attend the Chamber's annual Kick-Off Meeting at Canton Barn January 11, where you will learn a great deal about what the Chamber can do for you and your business.

Thank you for your support.

Sincerely,



Gary Miller  
President

### Body Parts LLC Dent Removal Project Earns \$2,025 for Gifts for Canton

by Steve Roberto

On November 13 with the help of friends, family, and some local businesses, Body Parts LLC completed its fourth successful paintless dent removal service drive to benefit Chamber-sponsored *Gifts For Canton*. I was hoping for more of a crowd but we did pretty well. We raised \$2025. I think we had a lot of com-



Steve at work November 13.

petition due to the fantastic weather. I think that Focus on Canton provides so many vital programs helping so many here in Canton. The assistance that *Gifts For Canton* provides really is special. There are many families in Canton that cannot provide their children with the type of holiday that we all cherish so much. This event has changed that for some of them. That is something I think about on Christmas morning and it sure feels good. With Margaritas restaurant closed, *Gifts For Canton* has lost one of its largest donation sources. I am asking people to please tell their friends and family about the opportunity to do something really special for families in Canton. Thank you all again for helping me with a day that is very important to me.

## Chamber's Gifts for Canton Project Will Again Help Canton's Needy Families During the Winter Holidays

By Ann Gagnon, Chair, Gifts for Canton

The annual Holiday Gift/Toy drive for Canton is now underway and runs through December 12. As you can imagine, the need this year will be greater than usual, so your support will be all the more critical. All gifts, cash donations, and gift cards will go to help our less fortunate Canton neighbors. Gift and cash collection boxes have been placed around town at the usual locations for your convenience.



Sergeant Tyson Deloy, Canton Police Department and Mary Vincent, Vincent Funeral Home, Inc. sort stuffed animals donated to Gifts for Canton in December 2009.

Please consider helping your Canton neighbors this Holiday season with new gifts for all ages. Teenagers are often forgotten and need your help as much as smaller children. Suggestions might include books, toys, gift certificates for clothes, food, household items, etc. All items must be new and unwrapped. Cash donations are especially helpful this year as they can be used as specific needs arise throughout the year for food, fuel, and other necessities. Donations can be sent year-round to *Gifts for Canton*, c/o The Canton Chamber of Commerce, PO Box 704, Canton, CT 06019.

Holiday Gifts will be distributed at the Canton Food Bank on December 14. Please contact Ann Gagnon at 860-693-4988, 860-693-4170 or the Chamber of Commerce at 860-693-0405 with questions or requests. Pick up of donations can be arranged. *Gifts for Canton* is sponsored by the Canton Chamber of Commerce and supported by Focus on Canton, the Canton Lions Club, and the Rotary Club of Avon-Canton.

Please join the Canton Police Department on Saturday, December 11 to help "Stock the Cruiser" with gifts, gifts certificates, and non perishable food items at The Shoppes at Farmington Valley. This event is hosted by the Canton Police Dept. Last year your generosity filled a patrol car and a trailer – let's do that twice this season.

In a year where your generosity will be especially meaningful, the Committee thanks everyone in advance for their participation and contributions.

## Hartford Federal Credit Union Will Forward Letters to Santa to the North Pole



Children of all ages can drop off their letters to Santa Claus in the special mailbox located at Hartford Federal Credit Union's West Simsbury office through December 16.

All letters will be sent directly to the North Pole where Santa will reply with a personalized letter to each child.

Letters to Santa can also be mailed to:  
Hartford Federal Credit Union,  
29 Albany Turnpike,  
West Simsbury, CT 06092.

All letters must be received by December 16 to ensure a reply before December 25.



## Have you used your Member to Member Discount Card yet?



Present your Member to Member Discount Card at any participating Canton Chamber of Commerce business to receive a special discount. For a full list of participating members and their special offers, visit the Chamber website at [www.CantonChamberofCommerce.com](http://www.CantonChamberofCommerce.com).

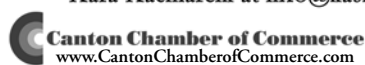
### Take advantage of the savings!

Everyone likes a discount, and who wouldn't want to save money on the products and services in our community.

### Promote your Business!

Join the many Chamber businesses already offering discounts and specials to their fellow members. Submit your offer today at [www.CantonChamberofCommerce.com](http://www.CantonChamberofCommerce.com)

Questions? Contact Marketing Committee Chair Kara Kacmarcik at [info@kasmarketingsolutions.com](mailto:info@kasmarketingsolutions.com)



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# Second Annual “An Evening Stroll in Historic Collinsville” is Well Attended

by Doug Tubach

The Canton Chamber of Commerce held its second annual *Business after Hours* “An Evening Stroll in Historic Collinsville” on Thursday, August 26. The event was exceptionally well attended, due in part to the beautiful late summer weather. The evening began at the Canton Historical Museum, where participants were given a map detailing the locations of participating Chamber member businesses in Collinsville. Hors d’oeuvres, des-ert, coffee and beer or wine were offered at the businesses and members had ample opportunity for networking.

Stroll participants needed to have their map stamped by at least six of the businesses they visited that evening to be entered in the free door prize drawings at the Museum later that evening.



Strollers awaiting door prize drawing on a beautiful August evening.

PHOTO: DOUG TUBACH, GALLERY 101 MAIN, LLC

The grand prize, drawn last, was a night’s stay for two at The Manor House Bed & Breakfast in Norfolk plus dinner for two at the newly opened Wood Creek Bar & Grill, also located in Norfolk.

Businesses that participated in the stroll included Antiques on the Farmington, Canton Historical Museum, Carol and Company, Center Spirit Shoppe, Collinsville Savings Society, Crown & Hammer Restaurant & Pub, D.A.N.C.E. By

Kristin, Downright Music & Art, Gallery 101 Main, LLC, Husk New American Taco, LaSalle Market & Deli, Realty Works, LLC, Village Sweet Shoppe and Webbit Media. Chris Sheehan provided live music on the Museum balcony, in addition to acting as master of ceremonies for the prize drawing.

## Rotary Club of Avon-Canton Gives \$1,000 to Gifts for Canton



Phil Worley, President of the Rotary Club of Avon-Canton, presents a \$1,000 check from the Club to Ann Gagnon, Chair of the Canton Chamber’s *Gifts for Canton* project, which helps the Town’s needy families during the winter holidays. Kay Kellogg, left, and Gail Speers, members of the Rotary Club’s Community Service Committee, look on. “When times are so hard for so many, this is a wonderful gift to *Gifts for Canton* and will be used to purchase food gift certificates for those in need, as well as books to reinforce a love of reading for those who might not otherwise have access to many books at home”. – Ann Gagnon



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# Camera Captures Chamber Members Engag



Jon Brink, Ben & Jerry's, left, announces door prize winners as Chamber members await their names to be called  
 BEN & JERRY'S JULY 15



Charles Richardson, Charles Richardson Plumbing, left and Keith Coffin, The Bagel Deli  
 HARTFORD FEDERAL CREDIT UNION OCTOBER 19



Ann August, Old Avon Village  
 PANERA BREAD SEPT. 28



Ray Janson, Janson Painting Co. and Kristin Oswald, Planning Partners  
 UNION SAVINGS BANK SEPTEMBER 21



Heather Whitton, Escape Hair Salon, left; and Camara Badoo and Sarah Negron of Hartford Federal Credit Union  
 HARTFORD FEDERAL CREDIT UNION OCTOBER 19



Jo Summa, Commotion Promotions AT&T OCT. 26



Larry and Brenda Sullivan, O'Neill's Chevrolet Buick, enjoy fresh fruit desserts  
 BEN & JERRY'S JULY 15



Cherry Brook Health Center staff members, left to right, Nancy Perotta, Director of Rehab; Liz Crowley, Director of Nursing; Susan Vinal, Administrator; Jacob Bompastore, Director of Dining Services and Rachel DeMaida, Director of Admissions  
 CHERRY BROOK HEALTH CARE CENTER NOVEMBER 18  
 PHOTO: DOUG TUBACH, GALLERY 101 MAIN, LLC

# ed in Copious Networking at Recent Events



**Ron Miller,**  
Ace Marketing  
PANERA BREAD SEPT. 28



**Paul Amenta,** Little Brook Engraving, left; **Phil Havens,**  
Philip Havens Technology Consulting; and **Tina Rice,**  
Insight Design Studios  
CHAPIN PARK B&B NOVEMBER 10



**Doug Tubach,** Gallery 101 Main and **Linda Kessler,**  
William Raveis Real Estate  
UNION SAVINGS BANK SEPTEMBER 21



**Mike D'Apice,** Insurance and Investment Solutions, left;  
**Paul Amenta,** Little Brook Engraving and **Bert Barer,**  
Email Marketing Specialist  
UNION SAVINGS BANK SEPTEMBER 21



**Dave Carter,** AT&T; **Joan Brown,** We Sell 4 U on eBay;  
and **Mary Beth Hawkins,** AT&T  
AT&T OCTOBER 26



**Mary Ann Gunning,** Chapin Park B&B, holding holiday tree  
ornament created by **Paul Amenta,** Little Brook Engraving  
CHAPIN PARK B&B NOVEMBER 10



**Bette and Art Lowell,** Arthur R. Lowell Accounting  
and Tax Service, and **Betsy Kelly,** Collinsville  
Savings Society  
CHERRY BROOK HEALTH CARE CENTER NOVEMBER 18  
PHOTO: DOUG TUBACH, GALLERY 101 MAIN, LLC



**Joan Auclair,** Literate Graphic Design, left; **Eduardo Barrios,**  
Eduardo Barrios Advertising & Graphic Design;  
and **Rick Goulet,** Goulet Printery  
CHERRY BROOK HEALTH CARE CENTER NOVEMBER 18  
PHOTO: DOUG TUBACH, GALLERY 101 MAIN, LLC

## Member Profile...

# LaSalle Market & Deli – The Place to Be in the Historic Village of Collinsville

by Bert Barer

LaSalle Market & Deli has a journeyed past. The doors swung open in the early '70s on LaSalle Rd. in West Hartford. In 1984, the son of the original owner moved it to its current location in Collinsville. In 1997 John Rainey and his wife Chris reopened LaSalle in an eclectic furnishing. Customers would order a signature sandwich from a deli menu.



LaSalle Market & Deli staff, left to right, in front, Ian Kaminski, Eileen O'Connor-Kaminski, Chelsea Richard, Jessie Kaminski and Katie Donovan; in back, Collin O'Neil, Peter Black and Ryan Nardini

Today's owners, Eileen O'Connor-Kaminski and her husband Scott Kaminski, opened LaSalle on March 7, 2007. Eileen added to its eclectic decor toys, board games, a book exchange, a BYOB on Friday night open mike, and she set aside a wall to display the works of local artists. Always ready to innovate, Eileen plans a comedy night of clean and funny entertainment, a movie night of famous oldies, and a Band Night featuring live music performed by bands in the area.

LaSalle looks to invite its patrons into a comfortable market and deli where you kick back and take in its unique atmosphere and its mouthwatering meals. Truth is, you'll turn into a believer the minute you pass through the front door. Once you choose from the menu, you'll want to return to feed your belly and your soul.

LaSalle is known for its thin crust New York Style pizza in addition to a wide range of gourmet sandwiches and cold deli

items. Its ice cream parlor is a popular place for dessert and conversation.

## LaSalle Market & Deli Services

- Serve breakfast, lunch, and dinner – 7 days a week
- Schedule business meetings or interviews at LaSalle
- Rent out LaSalle for weddings, anniversaries and birthdays
- Cater large or small events by calling for pickup or have LaSalle deliver meals
- Provide catering coordinator to advise on large or small occasions, or special holiday dishes.
- Make available staff to serve and clean up after an event
- Offer post area for business or personal services rendered, rents, or sales

## Community Service

LaSalle donates to valued causes such as Breast Cancer Awareness, Fidelco, Restoration Project at Winding Trails, Focus Alternative Learning Center, and Canton Public Library. No delivery charge to churches and schools in the area.

## Testimonials

Chris and Ofelia Boldluc of Burlington, told us: "The casual atmosphere, delicious food, and friendly service make it

*The Main Street sidewalk at LaSalle, within a few steps of the Farmington River Trail, is always a popular place to gather, eat and chat.*



the perfect spot to fuel up after an invigorating walk along the Farmington River."

Carole and Ed Levin of Avon said to us: "Want a hug, a smiling face, familiar people, down earth atmosphere and daily specials that tempt one's gastric juices, then LaSalle Market should be your destination."

We asked Eileen what has the Canton Chamber of Commerce has done for her. "The Canton Chamber of Commerce stands by us with a helping hand through business networking. Besides, members of the Chamber are only a phone call away to answer our inquiry or to work out a problem. I'm very grateful to the Canton Chamber of Commerce."

What would you want to promote most about your business? Eileen's reply: "LaSalle is more than a market and a deli at 104 Main Street, Collinsville. We reach outside our site with a taste-tempting catering menu. Our home-cooked meals can be delivered right to your home, school, or workplace. We're a phone call away: 860-693-8010, 860-805-6899, or visit our website: [www.LasalleMarket.com](http://www.LasalleMarket.com)."



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**Norcom**

**Josh Gillooly**  
**has joined**  
**the Norcom Team**  
**as an Account Executive**  
**in our Insurance Department**

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[josh@norcom-usa.com](mailto:josh@norcom-usa.com)

## Gifts of Love Benefits from Event at The Shoppes at Farmington Valley

A delightful mayhem descended upon The Shoppes at Farmington Valley on Monday, October 25 from 5 pm to 7 pm as 1,200+ kids and their parents took part in the annual “Give a Treat – Get a Treat” event. From Talbots to Kohl’s and back again the sidewalks were crowded with many Woody & Buzz miniatures, fairies and princesses, and even a “Smores” family was seen trick-or-treating. They strolled The Shoppes, being greeted by all of The Shoppes merchants along with volunteers from *Gifts of Love*.

The Shoppes at Farmington Valley invited children from the surrounding school districts. The children donated non-perishable food to fill the *Gifts of Love* food pantry. The event was a huge success. In total, 13 heaping grocery carts were collected. The kids registered by districts to vie for a total of \$2,500 in Barnes & Noble gift cards, donated by The Shoppes, that will be used to buy new books for schools. All in all, a perfect night – the children, their families, the community and the stores all benefited.



### MEMBER NEWS...

#### Gallery on the Green Features “The Holiday Show” Through December 19

“The Holiday Show” at the Gallery on the Green will end December 19. There will be a Holiday Party and “clothesline art fundraiser” 6 to 9 pm Saturday evening, December 18. Gallery hours are 1-5 pm, Friday, Saturday and Sunday. Go to [www.galleryonthegreen.org](http://www.galleryonthegreen.org) or call 860-693-4102 for more information.



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LET'S GET TO THE ROOT OF THE PROBLEM...

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**CANTON VALLEY DENTAL**

**860-693-0887**

## The Bagel Deli



- Fresh Bagels
- Deli Sandwiches
- Catering
- Sandwich Platter
- Gift Baskets
- Home-made Soup

Canton Village, 220 Albany Tpke., Canton

**860-693-8905**

Open 7 Days & Most Holidays  
Monday - Saturday: 6am-2pm  
Sunday: 7am-12pm

*\*For Catering and Gift Baskets, please give us 24 hours notice, thanks!*



## Welcome To Our New Members

The Canton Chamber of Commerce sincerely welcomes the following 21 businesses as Chamber Members. Please visit or contact and patronize them, in the interest of “shopping locally” — and also add your personal “welcome” to the Chamber and, in some instances, to the local business community.

### **A Place To Grow Too**

191 Albany Turnpike, Suite 300, Canton  
860-693-6220  
aplacetogrowtoo.com  
Cheryl Ouellette  
*A safe and stimulating environment for children as they climb up the ladder of development*

### **Andrew Pidgeon, Agent of Northwestern Mutual**

29 South Main St., West Hartford  
860-570-7494  
www.nmfn.com/andrewpidgeon  
Andrew Pidgeon  
*Wealth management*

### **A. R. Godbout & Company**

Avon  
860-675-5526  
Arthur Godbout  
*Real estate investment*

### **Brian Healy, Agent of Paychex**

55 Capital Boulevard, Rocky Hill  
8203-654-5411  
www.paychex.com  
Brian Healy  
*Business consultants*

### **Commotion Promotions**

7 Carriage Drive, Canton  
860-352-2427  
www.paychex.com  
www.commotionpromotions.com  
Joseph Summa, Brand Development Manager  
*Promotional marketing services*

### **D.A.N.C.E by Kristin, LLC**

109B Main St., Collinsville  
860-977-1577  
www.dancebykristin.com  
Kristin Vilardi, Artistic Director  
*Dance and nutrition creative education*

### **dotCANTON.com**

Canton Center  
860-693-8253  
dotCANTON.com  
Steve Wilder, Founder/Editor  
*A Webmag focusing on Business, people & critters of Canton, CT*

### **Fitness Advantage**

166 Albany Turnpike, Canton  
860-693-2199  
fitnessadvantagect.net  
Chris Borda, Owner  
*Personal training and group exercise classes*

### **Flamig Farm Products LLC**

93 Case St., Canton  
860-478-3644  
Dan Hardcastle, President  
*Flamig Farm steak dogs (gourmet hotdogs)*

### **Head Over Heels Hair Studio**

250 Albany Turnpike, Canton  
860-693-8768  
headoverheelshairstudio.com  
Diana Benne  
*Beauty and Nail Salons & Spas*

### **Husk, LLC**

105 Main St., Collinsville  
860-693-4300  
www.huskct.com  
Jordan Stein, Managing Partner  
*Taco and Empanada restaurant*

### **Janson Painting Co., LLC**

Canton  
860-693-2740  
Raymond Janson  
*Interior & exterior painting and remodeling*

### **Lola & Me**

41 Bridge St., Collinsville  
860-489-3139  
www.lolaandmehbaby.com  
Charlotte Rossi  
*Furniture & Gifts for Baby & Child*

### **Mind Matters Hypnosis Center**

50 Albany Turnpike, Canton  
860-693-6448  
www.mindmattershypnosis.com  
Lisa Zaccheo, Owner  
*Hypnosis center*

### **Online Communications / Email Marketing**

4 Bridle Path, Canton  
860-693-1576  
BertBarer.com  
Bert Barer, Owner  
*Email marketing specialist and copy writer*

### **Petals & Paws LLC**

Rt. 44 at Rt. 179, Canton  
860-693-8760  
Dana Mathes, Owner  
*Pet food plus lawn & garden*

### **ShopRite of Canton**

The Shoppes at Farmington Valley  
110 Albany Turnpike, Canton  
860-693-3666  
ShopRite.com  
Chuck and Debbie Joseph, Owners  
*Grocery store*

### **The Bagel Deli LLC**

Canton Village, Canton  
860-693-8905  
Keith Coffin, Owner  
*Bagels baked fresh daily; sandwiches & soups*

The following new Members of the Canton Chamber of Commerce are joint-members of the New Hartford Business Council.

### **Rocky River Sweets & Sundries, LLC**

280 Main St., New Hartford  
860-738-9283  
Theresa Stark and Dean Mazza  
*Ice cream, sandwiches, soups, breads, desserts, catering & birthday parties*

### **Sunrise TEConnection, LLC**

New Hartford  
860-238-7139  
Dawn Whalen  
*Communications, writing*

### **Travon Sexton, Agent of New England Financial**

17 North Main St., West Hartford  
860-299-4959  
www.nefghartford.com  
Travon Sexton  
*Financial planning and services*

## Coming Events 2010-2011

**December 14, 2010, Tuesday:** Board of Directors meeting, 7:30 am, Canton Community Center, 40 Dyer Ave., Collinsville. All Members are welcome to attend.

**December 2010:** No Morning Mingler.

**January 7, 2011, Tuesday:** Board of Directors meeting, 7:30 am, Canton Community Center, 40 Dyer Ave., Collinsville. All Members are welcome to attend.

**January 10, 2011, Monday:** **Annual Kick-Off Meeting** at Canton Barn. Details to be announced.

**January 25, 2011, Tuesday:** **MORNING MINGLER**, 8–9 am at Panera Bread, The Shoppes at Farmington Valley. Stop by and share coffee and conversation with fellow Chamber members at a morning networking event the fourth Tuesday of each month (except July, August and December). Open house format – come and go as convenient for you. No RSVPs. Bring business cards and a smile to get your day, and your business, started. Prospective new members are welcome.

**February 8, 2011, Tuesday:** Board of Directors meeting, 7:30 am, Canton Community Center, 40 Dyer Ave., Collinsville. All Members are welcome to attend

**February 22, 2011:** Tuesday: **Tuesday: MORNING MINGLER**, 8 – 9 am at Panera Bread, The Shoppes at Farmington Valley. Stop by and share coffee and conversation with fellow Chamber members at a morning networking event the fourth Tuesday of each month (except July, August and December). Open house format – come and go as convenient for you. No RSVPs. Bring business cards and a smile to get your day, and your business, started. Prospective new members are welcome.

**March 8, 2011, Tuesday:** Board of Directors meeting, 7:30 am, Canton Community Center, 40 Dyer Ave., Collinsville. All Members are welcome to attend

**March 17, 2011, Thursday:** **“St. Patrick’s Day after Hours”**, 5–7:30 pm, LaTrattoria restaurant. Details to be announced.

**April 12, 2011, Tuesday:** Board of Directors meeting, 7:30 am, Canton Community Center, 40 Dyer Ave., Collinsville. All Members are welcome to attend

**May 26, 2011, Thursday:** **18th Annual Canton Chamber of Commerce Golf Tournament**, 10:30 am–6:30 pm, Simsbury Farms Golf Course, 100 Old Farms Rd., West Simsbury, Connecticut. Shotgun start 12 pm. More information to come.

### ★ **Wanted: Business after Hours** ★ host businesses

The Chamber’s popular *Business after Hours* evening networking events provide an excellent opportunity for member businesses and professionals to showcase their enterprise to other Chamber and New Hartford Business Council members.

Contact Doug Tubach, Events Committee Chair, to host a *Business after Hours*: 860.693.1785, [doug@gallery101main.com](mailto:doug@gallery101main.com)

Reservations are required for *Business after Hours*, Education & Training events, Annual Meeting, Annual Kick-Off Meeting, Annual Golf Tournament, and Holiday Party.  
RSVP two business days prior.

## Networking Works



The Canton Chamber of Commerce is  
“Canton’s leading source of information  
for goods and services”

**Join Us Today!**

**Canton Chamber of Commerce Members  
Are Cordially Invited to Attend the**



**New Hartford Business Council**

❄ **Holiday Mingler** ❄

**Wednesday, December 15, 2010**

**6 to 8 pm**

Snow date December 21

Share some holiday cheer and network at

**Northwest Community Bank**

Foothills Plaza, Rt. 44, New Hartford

Fabulous light fare catered by

**Chatterley’s**

Wine provided by

**New Hartford Wine & Beverage**

**Bring a friend or prospective member.**

RSVP: Carol Monroe

[Monroe@nwcommunitybank.com](mailto:Monroe@nwcommunitybank.com)  
or 860 693-8397 by December 9

## Keep it Brief and Concise...

# How to Hold a Recipient's Attention in Office Email

by Bert Barer, PhD

Online Communications & Email Marketing Specialist

Most of us hope the email we send is a message a recipient wants to read. When office email is brief and concise, chances are strong the message will attract and hold the reader's attention. Brief stands for the shortness of words, phrases, and sentences. Concise conveys the writer's use of only those words, phrases, and sentences essential to clarity and meaning. A sentence may be cut back so long as its meaning remains clear. The same holds true when we trim a paragraph.



Bert Barer

The speed in sending and receiving email seems to drive some writers to get words down fast and expect a prompt response. But recipients committed to other priorities at work may lack the time to read and respond quickly. Fortunately, some senders aren't swept up by the demand to answer now. They understand receivers may have other commitments.

Email easy to read follows a clear, three-stage format.

**First:** Skilled writers lay out the reason for their email at the start. Examples: "Budget Meeting 8 a.m. Monday"; "Discuss whether to buy office computers". (Senders show benefit to recipient.)

**Second:** Midsection contains content (inform or persuade)

**Third:** At the close the recipient is told what to do.

Example: "Attend the meeting to vote whether to buy office computers."

Placing confidential information on email might make a reader uncomfortable. The receiver may know email is not fully secure. Management, FBI, or hackers can break into confidential documents in and outside your company.

A more secure delivery system, if practical, might be person-to-person live or an encrypted video conference. When content is sensitive, it's best if both sides can observe the body language of the other and hear the spoken word. Full communication can't be beat.

The telephone still has value. Here listeners are not reliant on text for understanding. They receive meaning through the spoken word and the sound of a voice.

Limiting email to one subject opens the door to a trouble-free read. In a busy office, readers usually glance at the first part of the message. If they face multiple subjects in a long message, most likely they skim the content and miss important points buried in extended paragraphs.

Also, when you receive a single subject (perhaps important), you file the email and it's easy to find.

Smooth and rapid reading of email springs from brief, concise sentences, and paragraphs of four to eight lines. Conciseness and brevity allow the reader to digest bites of information without a stretch. The white spaces around sentences and paragraphs might lead a reader to focus attention on the text.

Should a long email be a priority, your sending it by attachment can be one way to go. However, some receivers are wary

of an attachment because it may carry a virus. Also, downloading consumes time and the receiver may not have the software to accept the material. Faced by sending detail, you might look into a reasonable standby – fax.

Write email as if you're communicating with one person. If you want to make the reader feel comfortable with your message, try conversational and friendly words. For example, a fellow employee delivers an email explaining purchase procedures of your department. His presentation lacks sufficient facts to back up his points. Instead of emailing the employee that the talk is superficial, you might email that the presentation has some merit but needs more facts. The term superficial suggests the individual is careless. The term merit suggests the person has value. Friendly terms create a genial tone that opens readers to accept the points you make.

Be cautious about using too many capital letters. They leave the impression you're shouting. As an aside, you should take care using idioms or company jargon. Recipients may not understand them and feel out of the loop.

In summary, you can write an office email that holds the recipient's attention and remains easy to read. Consider the following steps to achieve your ends:

- Utilize the three-stage email format.
- Limit each email to a single subject.
- Write brief, concise words, phrases and sentences.
- Create short paragraphs from four to eight lines.
- Apply friendly words that open the reader to what you say.

*Bert Barer is a Canton resident and Chamber member. He designed and taught business writing workshops for government and military personnel for over 30 years. He knows how to write business emails that hold the reader's attention and deliver the positive results you want. Bert served as a writing consultant on training films that received national and international awards. He is a Professor Emeritus in Media Management. Email Bert at bertbarer@sbcglobal.net or phone him at 860-597-5354.*

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## Chamber Membership Proven To Be Key to Getting New Business

Alicia Canning, owner of the Canton McDonald's restaurant, was having some work done on her building by an area contractor recently, when another contractor in the same business asked her why he was not considered for the work. Alicia's response was "Is your business a member of the Canton Chamber of Commerce?" "No" was the contractor's reply. "Sorry", Alicia replied, "my policy is to do business with Canton Chamber members whenever possible. Most Chamber members prefer doing business with other Chamber members whom they know and trust". Getting the clear message, the contractor joined the Canton Chamber of Commerce a few weeks later.

## A Reminder from the Chamber Insurance Trust...

Health Insurance may now be more affordable with the new Small Business Tax Credit! New Small Business Tax Credits for providing health insurance to employees are available starting in 2010. Even if you have not been able to afford health benefits in the past, the new tax credits may make that possible. Eligible small businesses can receive up to a 35% tax credit for employer premium contributions. To learn more about the new Small Business Tax Credit visit [www.chamberhealthct.com](http://www.chamberhealthct.com)

## MEMBER NEWS...

### Enter Valley Energy's "Ugliest Furnace Contest" and Win a New Furnace/Boiler

You say your ancient clunker furnace will not win a beauty contest? Go to [ValleyEnergyCo.com](http://ValleyEnergyCo.com), download the entry form, complete the form, include a photo of your nasty furnace, and mail or email both to Valley Energy Co. by December 17. You might win a new, installed, \$5,000 furnace/boiler.

Contact Valley Energy Co. at 860-693-2401 for more information.

## Thank You, Chamber Members, for Renewing Your Commitment!

A Dancer's Palette LLC

A-1 Towing & Recovery LLC

ACG Design Associates

Acura of Avon

The ARC of the Farmington Valley

Arthur Hoffman, Land Surveyor

AT&T Connecticut

AT&T Mobility

Barnum Financial

Belforest Kitchen & Bath, Inc

Benefits Consulting Group

Benidorm Bikes & Boards

Bittel, Inc.

BK Designworks

Dr. Charles Bonelli, Optometrist

Bristol's Tree & Lawn Service, LLC

The Burlington Academy of Learning

Canton Animal Hospital, LLC

Canton Auto Supply, Inc.

Canton Historical Society, Inc.

Canton Sign Shop

Canton Springs Storage

Carpenters Insurance Agency Inc.

Chapter I Fine Home Furnishings  
and Interior Designs

Collinsville Baking Company

Escape Hair Salon

Flatbread Company

Hampton Law Office, LLC

Hocon Gas of Torrington

Insurance and Investment Solutions

Israel I. Gordon, P.C.

Jennifer E. Davis, Attorney-at-Law

Jennings Smith Investigations, Inc.

Joni's Child Care and Preschool

Jump!Zone

Kaoud Oriental Rugs

kas marketing solutions, llc

Linda Kessler, William Raveis  
Real Estate

KinderCare

Linda King, Prudential CT  
Real Estate

Konover Development

Larsen Ace Hardware

LaSalle Market & Deli

Liberty Mutual

The Little Green Tambourine

Long's Automotive, Inc.

Marion Testing & Inspection

Mary LeBlanc Realty

McDonald's of Canton

Miller Properties of Canton LLC

Mitchell Auto Group, Inc

Monarch Jewelers of Canton, LLC

Monro Muffler/Brake & Service Center

New England Appliance

Northwest Hills Dealerships

Nutrition Solutions for Life, LLC

Old Avon Village

Onion Mountain Technology

Paine's Incorporated

Planning Partners

Prestige Body Werks, Inc.

Primacy Professional Pathways  
International, LLC

Realty Works, LLC

Rice Fields Restaurant

Riverside Nursery

Rooms Renewed

Rosenberg Orthodontics, PC

Rotary Club of Avon-Canton

Salem Specialty Ball Co Inc

Send Out Cards

Showcase Kitchens, LLC

The Simsbury Bank

State Farm Insurance

Stone Circle Video

Wiley Swain General Carpentry

Teri-Savage Electrical  
Contractors, Inc.

Towstar

Trading Post/Eastern Accents

Village Sweet Shoppe

Vincent Funeral Home, Inc.

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 Bowen Agency  
 Winsted  
 860-379-2885

**Mike D'Apice**  
 Insurance and  
 Investment Solutions  
 Canton  
 860-693-4919

**Rob Tarlov**  
 Tarlov Financial  
 Group  
 Avon  
 860-676-0556

**Jamie King**  
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 860-676-1957

**Jeff Worley**  
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