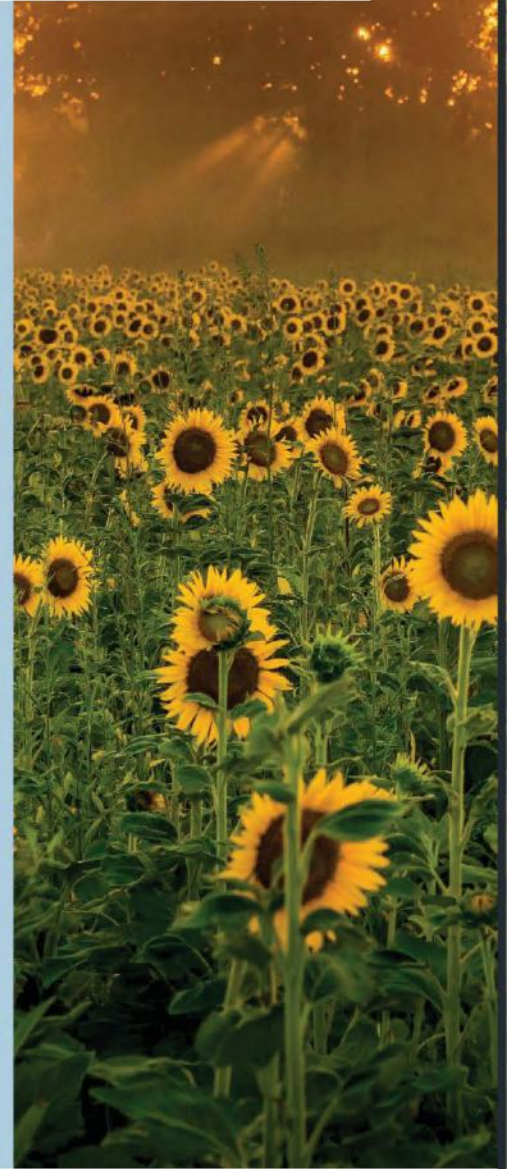
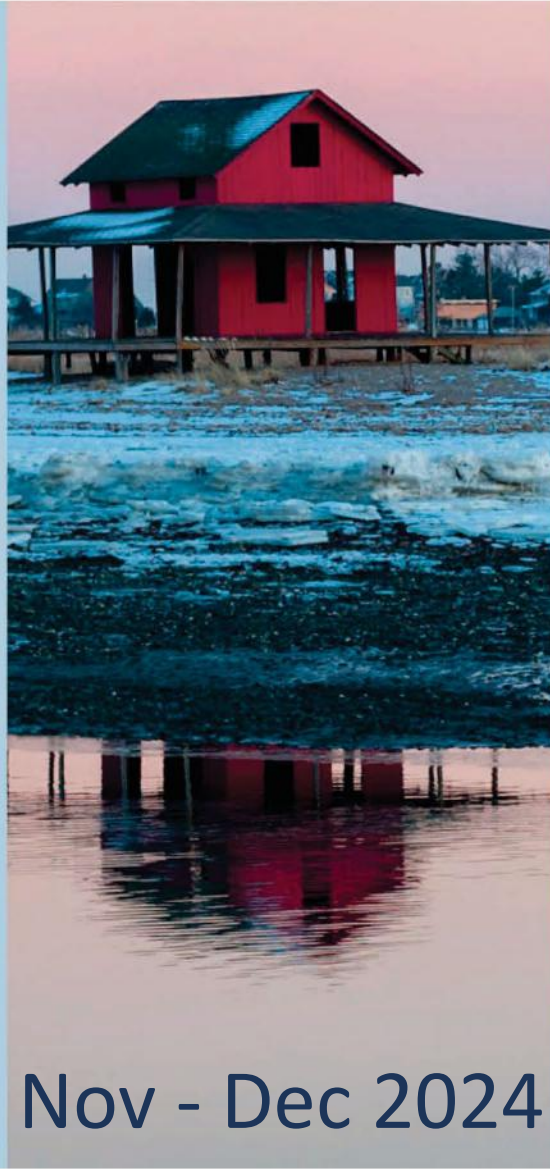
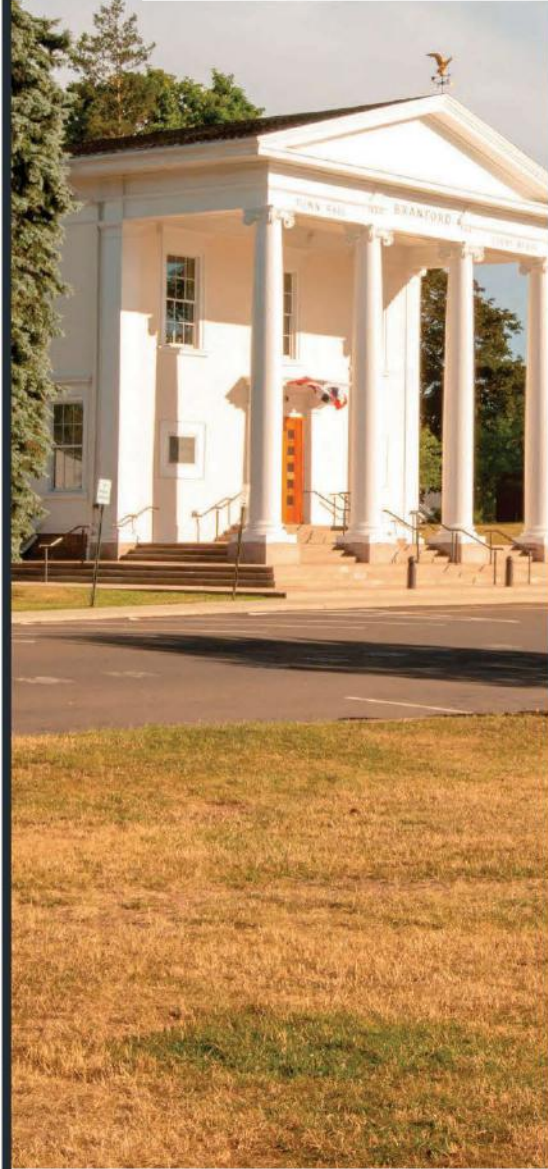


SHORELINE CONNECTIONS

A Magazine About Events, Businesses and
People Along the Shoreline

Branford, Guilford, North Branford



Nov - Dec 2024

 SHORELINE
CHAMBER

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After Hours

Networking in a Casual Social Atmosphere



A heartfelt thank you to Woodwinds for hosting two fantastic chamber events on November 12 at their beautiful facility!

First, our Gold and Silver Members Gratitude Reception featured delicious appetizers and drinks, where attendees learned about the upcoming 2025 Shoreline Chamber Program. Following that, we held a reception for all our members, welcoming over 50 guests who enjoyed a delightful spread of appetizers, pasta, salad, and drinks.

These Business After Hours (BAH) events are a wonderful opportunity for members to connect, build relationships and promote one another.

We truly appreciate Woodwinds for their exceptional hospitality and their Gold Membership with the Shoreline Chamber!





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BOARD MEMBER SPOTLIGHT ERICA BRIGGS



Erica Briggs is the Office Manager at East River Energy, a full service provider of energy products. Erica has been on the board since February of 2024.

Where are you originally from?

I'm originally from Erie, Pennsylvania.

When did you move to Connecticut?

I moved to Connecticut when I was 13. I've lived in Ivoryton, which is a village in the Town of Essex, since 2001.

Can you tell me a little bit about yourself and what you do at East River Energy?

My husband and I will be celebrating our 10 year wedding anniversary this June. We have an amazing 4 year old daughter, Elizabeth aka Betty. We love animals and have cared for three mischievous and playful Siberian Huskies. We have started traveling as a family and love seeing the world together.

I am the Office Manager at East River Energy and we currently have 128 employees. This past June was my 13th anniversary with East River Energy.

Donald Herzog, CEO and Jesse Herzog, President, are amazing to work for! I enjoy going to work each day, and I hope to retire from East River Energy.

I manage various responsibilities. My focus is on creating a welcoming environment for new employees, and providing support and resources to all employees.

Does East River Energy have anything exciting coming up that you want to share?

This year marked our 40th anniversary. Over the past 2 years, Total Comfort Control, a heating and cooling (HVAC) solutions company from North Branford, and W.J. Dornfeld Co., Inc., (WJD), a commercial and industrial heating, air conditioning, and ventilation company (HVAC) located in East Haven have joined East River Energy's family of companies. Together, the goal is to be one of Connecticut's most trusted heating, air conditioning, and ventilation contractors. This helps to diversify their line of services and continues to move them further toward being the premier indoor comfort leader in the industry, now in large industrial and commercial applications as well as residential ones

What was your earliest involvement with the Chamber?

East River Energy has been a member of the Chamber and I've had opportunities to attend social and business functions. I've met everyone on the board, and they are all wonderful people. I'm learning so much from everyone! We went to Quattro's for a board event and it was a really great ice breaking session. We went over our responsibilities and I got to know everybody. I have to say it's been so far one of my favorite memories with the Chamber!

Do you feel like it's benefited East River Energy to be able to network through the Chamber?

Yes, we have a great mutually beneficial relationship.


I'm really enjoying the overall experience. I feel more involved in the community myself personally, and I'm looking forward to the future. It hasn't even been a year but I'm having a great time!

What's a fun fact or something that people should know about you?

It might be odd, but I absolutely love to mow the lawn! I am responsible for the lawn care at my house. It's my me time, so I put on my headphones, get out there and do new designs and shapes on the lawn. It's so peaceful. I also love party planning and organizing events. I guess you could say I'm a little "extra" when it comes to things like that.

What's your favorite spot on the shoreline?

Besides my office in Guilford, I enjoy visiting the breweries with my husband and friends.

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SHOP LOCAL, SHOP HOME

By: Dee Jacob, President of The Shoreline Chamber



Small businesses deserve more than the single day of Small Business Saturday. In fact, chambers around the United States have been celebrating small business shopping season from November 1st to January 1st for years as part of Shop Local, Shop Home during small business hopping season.

Our local businesses, whether they be retail, service, or food establishments are here every day for us. They employ our kids, support our nonprofits, and donate when families are in trouble. Perhaps you don't know that there is a seasonality to shopping for many of our businesses. A lot of sales come in during the summer though the fall to Christmas time. However, during January, February, and March visitors to stores and restaurants drop, but bills need to still be paid. It's important that we make a plan to visit our stores so that we can ensure they have the income that will take them through the year.

How can we help? First is keeping in mind that shopping locally is an experience – walking down our beautiful streets, looking in the windows, touching, trying and sampling is different than when we shop online. Shopping online may seem convenient, maybe too much of a convenience, but think about all the times you return something that you bought online, and they don't support our kids! When you shop locally, you have the item you know is going to fit; you know the item will be the color you think it's going to be.

Please, during the remainder of the holiday shopping season to January 1st, make a commitment to buy a Secret Santa gift, a stocking gift a Chanukkah gift, a special present for a teacher, a special present for those near and dear at a local store. Make a plan to dine at your favorite place and to visit someplace new, whether to dine there or buy a gift card.

Our local retailers and restaurants are here for us every day and they are the heart of our communities of where we live and work. The Shoreline Chamber has a way to make it easier! We have published electronically our Shop Local, Shop Home, Shop the Shoreline gift guide. The Gift Guide (available at www.shorleinechamberct.com) showcases thirty-six local businesses to provide suggestions for those on your shopping list. It also lists numerous nonprofits where a donation in honor of someone special might be the perfect gift this year.

CONTINUED

Come out to Guilford on December 5th from 5-8pm for Girls Night Out – shop, sip, and dine. On December 12th, visit Branford for the Shop, Sip and Stroll from 12pm to 8pm.

In addition, to make your Shop Local, Shop Home even easier to accomplish, the Shoreline Chamber is running a raffle that enables three lucky winners to win up to **\$7500 in Visa gift cards, or \$5000 in Visa gift cards or \$2500 in Visa gift cards.** With only a \$25 ticket price, you could have a 1/1000th chance to be a winner. Oh, the possibilities –go to a local establishment, purchase a trip, donate it to a nonprofit to help them meet their mission, or share it with families and friends. Tickets must be purchased by 11:59pm December 1st and the drawing will be held December 2nd at noon – so make sure you have your ticket!

Go to www.shorelinechamberct.com to purchase tickets. The raffle supports the activities of the chamber throughout our shoreline that are not member specific, such as our nonprofit conferences, health and wellness open houses, and artisan events.

Have a wonderful holiday season and we hope to see you at our local stores and restaurants!



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COMMUNITY EVENTS CALENDAR

Chamber events are highlighted in Green

NOVEMBER 30, SATURDAY	Branford Tree Lighting and Parade	6:30PM - 9:00PM	Branford Green	details
DECEMBER 3, TUESDAY	SCORE Webinar: Managing Your Business Finances with QuickBooks	12:00PM - 1:30PM	Online	details
DECEMBER 4-15	Legacy Theatre Presents "A Christmas Carol"	see link for details	Legacy Theatre, Branford	details
DECEMBER 5, THURSDAY	SCORE Webinar: Choosing the Right QuickBooks	12:00PM - 1:30PM	Online	details
DECEMBER 5, THURSDAY	Girl's Night Out Guilford	5:00PM - 8:00PM	Downtown Guilford	details
DECEMBER 6, FRIDAY	Firelight Festival	4:00PM-8:00PM	Henry Whitfield State Museum	details
DECEMBER 6, FRIDAY	Guilford Tree Lighting	5:45 PM	Downtown Guilford	details
DECEMBER 6, FRIDAY	North Branford Tree Lighting	6:30 PM	290 Forest Road, Northford	details
DECEMBER 10, TUESDAY	Holiday BAsh at Bill Miller's Castle	5:30PM - 9:30PM	Bill Miller's Castle, Branford	details
DECEMBER 10, TUESDAY	SCORE Webinar: Building Your Sales Network with LinkedIn Sales Navigator	5:30PM - 7:00PM	Online	details
DECEMBER 12, THURSDAY	Holiday Gift Basket Sale	12:00PM - 8:00PM	Blackstone Library in Branford	details
DECEMBER 12, THURSDAY	SCORE Webinar: 25 for 25	12:00PM - 1:30PM	Online	details
DECEMBER 12, THURSDAY	Shop, Sip and Stroll	12:00PM - 8:00PM	Downtown Branford	details
DECEMBER 13, FRIDAY	Holiday Gift Basket Sale	12:00PM - 8:00PM	Blackstone Library in Branford	details
DECEMBER 13, FRIDAY	Nativity Scene	6:00PM & 7:00PM	Lutheran Church in Madison	details
DECEMBER 14, SATURDAY	Holiday Gift Basket Sale	12:00PM - 8:00PM	Blackstone Library in Branford	details
DECEMBER 15, SUNDAY	Holiday Gift Basket Sale	12:00PM - 8:00PM	Blackstone Library in Branford	details
DECEMBER 17, TUESDAY	SCORE Webinar: Sustainable Success -- Laying the Groundwork for the Future	5:30PM - 7:00PM	Online	details
DECEMBER 21, SATURDAY	Harbor Lights	4:30PM - 6:00PM	Branford Point	details
DECEMBER 25, WEDNESDAY	Menorah Lighting in Guilford	Sunset	Guilford Green	

**DECEMBER 25,
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Sunset

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[Click here for full list of events.](#)





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AT THE SPEED OF BUSINESS

By: Albertus Magnus College



Instant gratification. Whether it's "going down a rabbit hole" in search of a word or information, texting to share an immediate message or emotion, or having the expectation of immediate service at a restaurant or online – that's the world we live in. The feeling is "jump on that train" or else opportunities pass you by.

Life goes by in the blink of an eye and today, it seems business moves even faster.

So buckle-up. Employers, entrepreneurs, and the workforce must be ready. A fast, effective education can get you to your destination and help you lead – but more importantly, allow you to hold the door open for others once you arrive.

In recent years, many Masters in Business Administration programs have gotten bigger and more cumbersome. There seems to be a badge for everything. And sometimes, "more" slows down the progress of achieving personal and professional goals, with piles of achievement producing more clutter than results.

Higher education has caught up – providing leaner MBA opportunities that require fewer, more comprehensive classes and fewer credits and thus are less expensive. With the rise of AI and ever-improving technologies to streamline our work, strategic leaders must be both analytical and people-focused, and master's degree offerings need to reflect that.

For instance, Albertus Magnus College, a pioneer in adult learning, revised its MBA with a laser focus on working professionals looking for that next promotion or ready to pivot to a new career or industry.

Earning a master's is all about preparedness and marketability. It provides a chance to expand your fundamental knowledge in your chosen field and excel in a specialized or "niche" area of expertise. Here is where an MBA in particular can prove to be pivotal as it can be that crucial, differentiating factor regarding promotions and/or pay increases.

CONTINUED

A quick aside regarding money: sure, dollars are spent shaping and defining careers but it is the ROI – Return on Investment – that is a master’s degree true appeal and value.

Back to that career path – it is shown that professionals can expand their network by earning a degree at the master’s level. Connecting and building relationships with peers, professors, and industry leaders can open many doors (and don’t forget to hold it open for the next person), inspire entrepreneurial skills, and even enhance job security.

But the overriding message is this: You need to be “the complete package” in less time. Yes, earning that next degree is all about acquiring the essential nuts and bolts knowledge. But it is also about developing critical thinking skills and ethical decision-making processes with real-world experience. That means: balancing the formation of technical skills with character. That means: working at the corporate level but still maintaining corporate social responsibility. That means: making money but also doing good.

Time is an essential element in business. Achieving a 30-credit MBA can take just 11 months. Imagine a degree in months instead of years. But time isn’t the only ingredient in this recipe for success – so is flexibility. Thanks to technology, classes are available online; or a combination of online and in-person; or yes, fully in-person if that human connection is what matters most. And what’s learned in the classroom one day can be applied on the next workday.

It’s never too late to be a learner and it is never too late to be a leader – as that is a special skillset considering today’s complex issues. Perhaps a Master of Science in Management and Organizational Leadership is your niche – also available at the speed of business. Analysis, reasoning, and ethical decision-making are once again at the forefront as businesses navigate new challenges and build high-performing multi-generational workforces.

Books have been written about leadership – with 5G not just meaning internet speed. It’s about acquiring and implementing strategic tools that delve into self-awareness, effective communication, understanding teams, equipping teams for succeeding, and then knowing when to step back. It’s about forward-thinking; inclusion; purpose; shared vision; and developing the next generation of leaders – encouraging them to adopt a servant-oriented approach rooted in trust.

CONTINUED

In the end, this is about more than a degree. It is about confidence and drive. It is about inspiration and collaboration. For, by cultivating a diverse workforce, these more educated leaders become more focused and more effective for their organizations – keeping pace with the high demand for high-speed business and faster, more positive and powerful results.

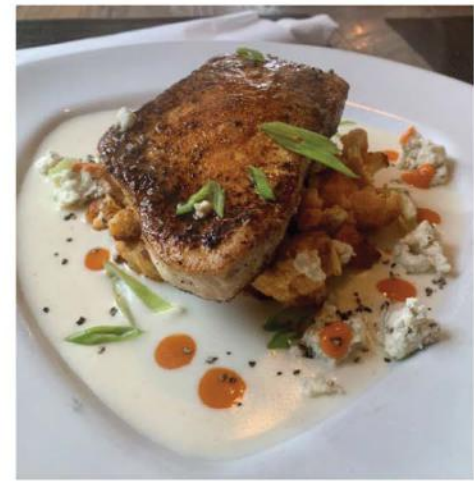
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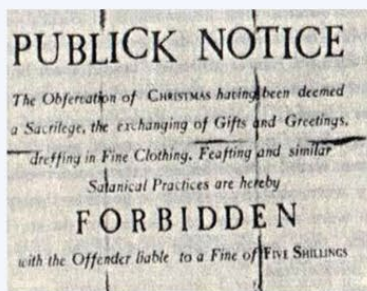
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CHRISTMAS ON THE SHORELINE

By Mairi Bryan

The celebration of Christmas is something that we nowadays take for granted, but in Puritan New England the meaning of Christmas was very different. To the first Puritan settlers Christmas was sacred, and they considered decorated trees, Christmas Carols, and other joyful events a desecration of their sacred event.



In Massachusetts in 1659 the General Court enacted a law making any observance of Christmas, other than spending the day at church services, a penal offense, and people were fined for any celebrations or hanging of decorations. This attitude was the norm in New England until the mid-1800's when the influx of German, Dutch, Irish and Italian immigrants brought with them the

traditions of St Nicholas, decorated trees, Yule logs, and the exchanging of gifts.

Along the Shoreline, the towns of Guilford, Branford and Northford gradually adopted community celebrations. In Guilford the first "Community Christmas Tree" was in 1917, with people wanting to celebrate the spirit of community during the Great War.

They wished their "Tree of Light", the first on the Guilford Green, to proclaim goodwill and peace at Christmas. The town paid for the lights, Guilford residents decorated the tree, and carols were sung in a spirit of community and joy. This symbolic first Guilford Christmas tree survived the great 1938 hurricane and was lit until 1972, when Richard Dudley proposed that the town light a different tree, which still stands on the Green on Whitfield Street. Although not decorated anymore, the large fir tree is still prominent on the Green and in view of the current community tree across from the Town Hall.



CONTINUED



In Branford the Community Christmas Tree also stands on the Branford Green although its lighting was not historically a major community event but brought volunteers together to decorate the tree. Instead, the “Santa Special” train ride sponsored by Branford Parks and Rec was a memorable event for adults and children alike. The train ride from Branford to Old Saybrook picked up Santa in Pine Orchard station, where in 1965 he arrived in a horse-drawn buggy driven by then Branford First Selectman John Sliney. When Amtrak created Shoreline East in

1968 the tradition ended, but the Parade, created in the 1990’s is now Branford’s main community Holiday event. Town departments, local businesses and schools, as well as neighborhoods create floats, decorate the route, and hand out Christmas goodies, with the celebrations culminating in the lighting of the tree on the Green.

Northford had a different and unique claim to fame as the “Christmas Card Capital of the World” in the 1870’s. In New England, Christmas greetings were originally found in sermons, songs and poems, but in the 1840’s with the creation of the first postage stamps, it became easy to send Christmas greetings by mail. In 1871 the Steven’s brothers of Northford created fancy Christmas cards adorned with glitter and decorations. These ornamental greetings were so successful that more than twenty entrepreneurs started Christmas card businesses in Northford, and so Northford became the Christmas Card Capital of the World.

This year, the Guilford Tree Lighting will be on Friday December 6th at 5:45pm, with music, horse drawn carriage rides, Santa, and the Candlelit Walk on Broad Street.

The Branford Tree Lighting celebrations will be on Saturday November 30th. There will be a parade at 6:30pm starting at Branford High School and marching down Main Street, concluding with the tree lighting on the Green at 7:15pm. All can participate in this as well as supporting Small Business Saturday from 10am-6pm.

North Branford/Northford Tree Lighting will be on Friday December 6th at Totoket Valley Park from 6:30pm to 8pm. There will be Ice Sculpting, Hayrides, Marshmallow Toasting, Entertainment and Santa to top it all off.



Please come and enjoy all the festivities to kick off the holiday season!.

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www.canciontequila.com

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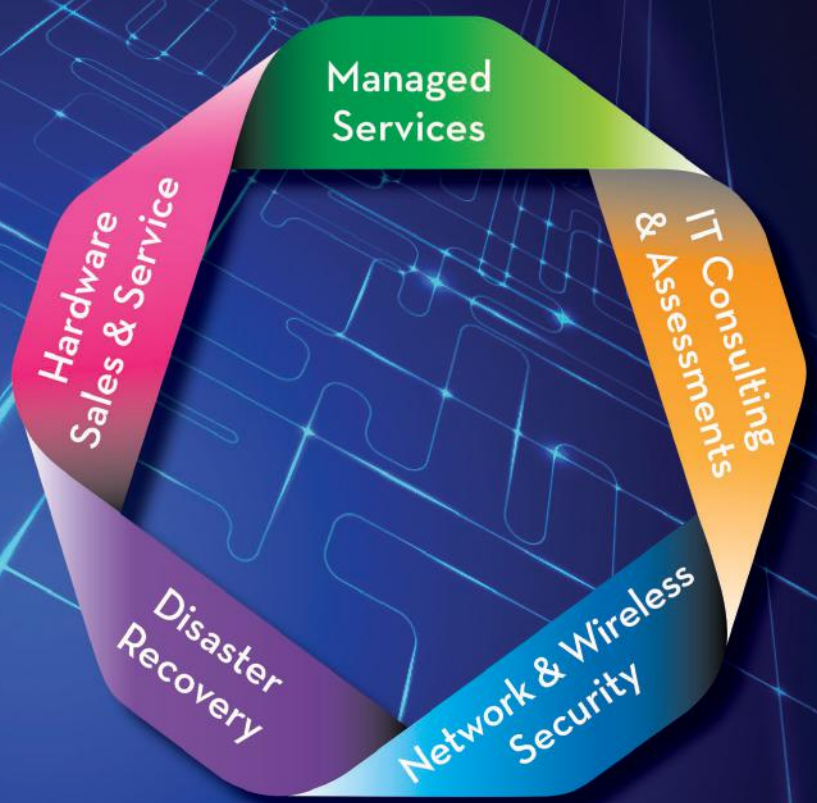


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"Our roof was expertly replaced, very nicely done and it was completed in one day! The roofing crew was very nice and communicated everything clearly. An excellent job, I highly recommend them to anyone needing roof work." - Peter S.



www.proexteriorsct.com

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SAYBROOK POINT RESORT AND MARINA



Saybrook Resort & Spa, located on Connecticut's scenic shoreline in Old Saybrook, offers a blend of coastal charm and modern luxury. Guests enjoy elegant rooms with stunning water views, rejuvenating spa treatments, heated saltwater pools, and fresh, locally inspired dining. Perfect for romantic escapes, family getaways, or events, the resort's serene setting and private beach access make it a standout destination. Conveniently close to Old Saybrook's quaint downtown and local attractions, it's the ultimate spot for relaxation and refined coastal living. **Gold Member since 2024**

"Charming hotel with phenomenal views and a relaxed vibe. The staff are extremely helpful and friendly. In particular, Vitaliia in the restaurant and Madeline at the Front Desk made our stay very special. The food in the restaurant was always excellent and you will not want to leave." - Troy



www.saybrook.com

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Town Holidays & Shopping Events

Small Business Shopping Season November 1st to January 1st!

- | | |
|----------------------------|---|
| Nov 30th | Small Business Saturday
Branford Holiday Parade at 6:30 pm
Branford Holiday Tree Lighting at 7:15 pm |
| Dec 1st | Shoreline Chamber Raffle Ends at Midnight |
| Dec 5th | Guilford Girls Night Out Shopping |
| Dec 6th | Guilford Tree Lighting at 5:45 pm
North Branford Tree Lighting at 6:30 pm |
| Dec 12th | Branford Shop, Sip, and Stroll |
| Dec 21st | Harbor Lights, Branford Point |
| Dec 25th | Christmas
Chanukah – Menorah Lightings on Green |
| Dec 26th | Kwanzaa |



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PREPARING YOUR BUSINESS FOR YEAR END

By: Dee Jacob, President of The Shoreline Chamber



Many businesses, but not all, end their fiscal year on 12/31 – right during celebrating the holidays. What can you do to have a smooth Year End
How do ensure you have everything you need for a smooth year end.
Follow these ten steps to prepare for your business' year-end:

1. Determine your deadlines. Some companies must report financials to their board or outside investors, while others only worry about tax filings. No matter your business, you will, at minimum, face these two deadlines:
 - o 1099's are due by 1/31. These reports are primarily for vendor expenses but also include interest paid, dividends, and option exercises.
 - o Is someone preparing your tax filing? Most income tax agencies request finances by the end of January to early February to avoid filing extensions.
 - o Tax Filing Due Dates - partnerships and S corporations reporting on a calendar year basis, which most do, must file their 2024 income tax returns by March 17, 2025. Calendar-year C corporations must file their 2024 income tax return by April 15, 2025
2. Review what documents your accountant needs to do their job.
 - o Check your email from early in 2024 and make a list of documents that your accountant reminded you they needed.
3. Plan your schedules. You will need to reconcile every balance sheet account to a schedule for year-end. Print out a copy and, next to each account, write what schedule you will use. You may need to make a new schedule or blow the dust off an old one from last year. If your bookkeeper is doing this for you, make time to review this and make sure it makes sense.
4. Get your mileage in. Business owners who use personal cars for business purposes (or vice versa) need to report mileage at year-end to maximize tax deductions.
5. Check personal credit cards for business expenses and vice versa. Small business owners often mix business and personal expenses on Credit cards. Check your Amazon account for example. Be sure to file expense or reimbursement reports before year-end to avoid commingling of funds.

CONTINUED

6. Check vendor files for W9s. You'll need a W-9 for every vendor who you paid this year for whom you will issue a 1099. If you do not have a W-9 on file for a vendor, email them and request one.
7. Ask employees to update their mailing addresses or enroll in digital W2s if offered by your payroll service.
8. Perform a Sanity Check Does the aggregate of the numbers reflect what you thought they would be. For those of you that purchased materials through your credit cards, did you receive goods in the previous year, but paid the credit card bill in 2024. Check sale of items against revenue – is there a discrepancy.
9. Plan for 2025! Analyze what went well and what didn't go well. Are there measures that you should institute in place in 2025? Do you need to speed up your monthly reporting to get a better idea whether you are on track,



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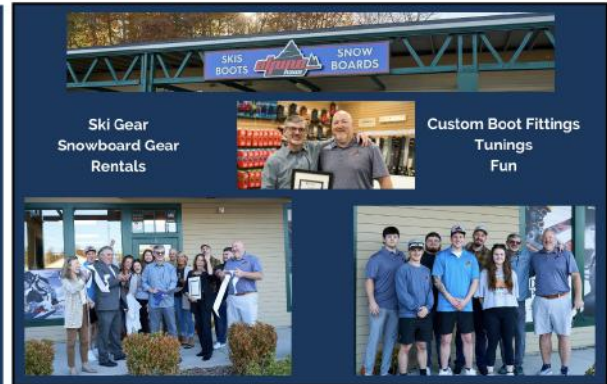
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10 Year Anniversary



80 Whitfield Street, Gullford CT 06437

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GREENSTAGE GUILFORD

GreenStage Guilford is a vibrant performing arts festival held in Guilford offering a rich blend of music, dance, drama, and spoken word performances. Typically staged on and around the picturesque Guilford Green, this festival highlights the area's artistic community. It features numerous free live performances, including music from various genres such as folk, jazz, and classical, as well as contemporary dance, puppet shows, and even circus skills. The festival is supported by a network of volunteers, local organizations, and sponsors, and has grown to become a cornerstone of the region's cultural offerings. **Nonprofit Member since 2018**

"Presenting a biennial performing arts festival and other events on the Connecticut Shoreline."



www.greenstageguilford.org

MEET A MEMBER

HENRY WHITFIELD STATE MUSEUM

The Henry Whitfield State Museum in Guilford, CT, is the oldest house in the state and New England's oldest stone house, built in 1639 by Puritan minister Henry Whitfield. It served as a home, church, meetinghouse, fort, and traveler shelter. Acquired by Connecticut in 1900, it became the state's first museum. Visitors can explore exhibits, artifacts, a Visitor Center, education displays, and scenic grounds. The museum is currently reinterpreting its history to include narratives of underrepresented groups and offers both in-person and online experiences. **Nonprofit Member since 2001**

"I could have easily spent the entire day there. You can actually feel the history radiating from the walls and every item in the museum. Looking forward to visiting again."

- Jessica B.



www.portal.ct.gov/ecd-henrywhitfieldstatemuseum



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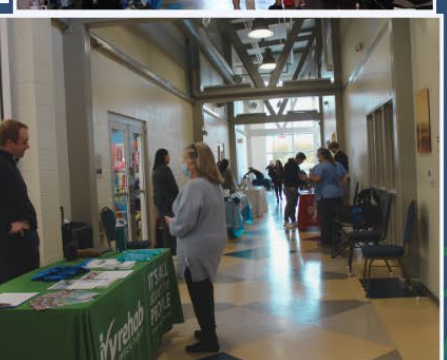
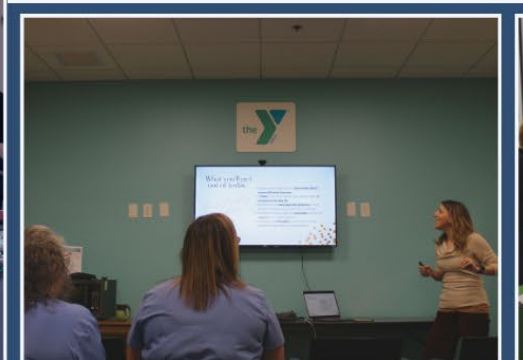
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SPEAKER SEMINAR SCHEDULE

9:00 AM	How to Handle an Emergency Situation Randy McNamara from Shoreline CPR Services
9:30 AM	What is Pediatric OT, Speech and Feeding Therapies? Danielle Matos, MSOT, OTR/L from More to Say, LLC
10:00 AM	Heart Health Habits for Women Dr. Lisa Rosenberger, ND, LAc from East West Integrative Health Clinic
10:45 AM	Cognitive Decline and Dementia: How to recognize it in a loved one and possible therapeutic approaches. Matthew Robinson ND from Advance Therapeutics
11:15 AM	Fall Prevention Austin Bronson, DPT, OCS from Ivy Rehab Network



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