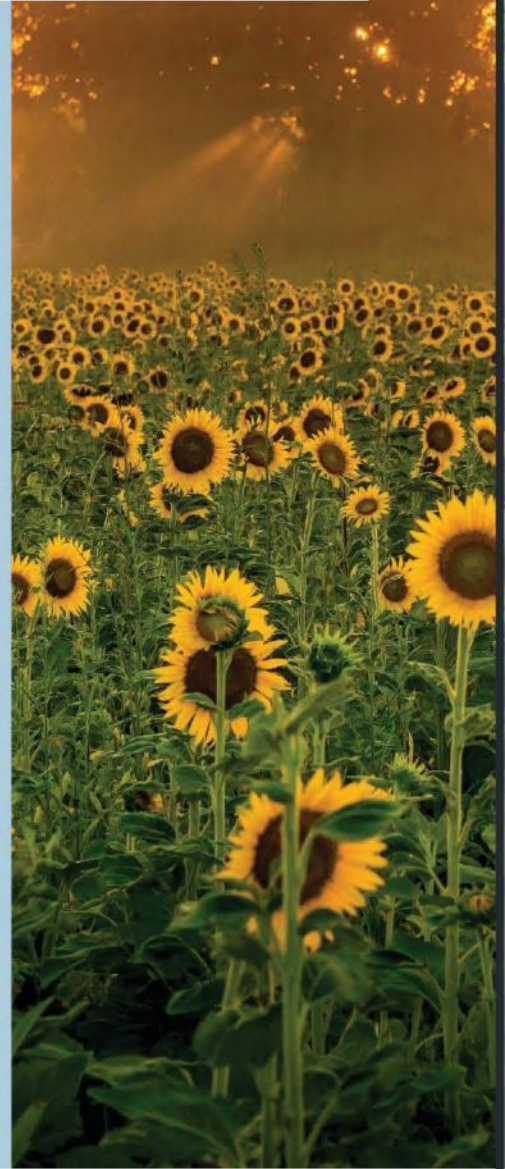
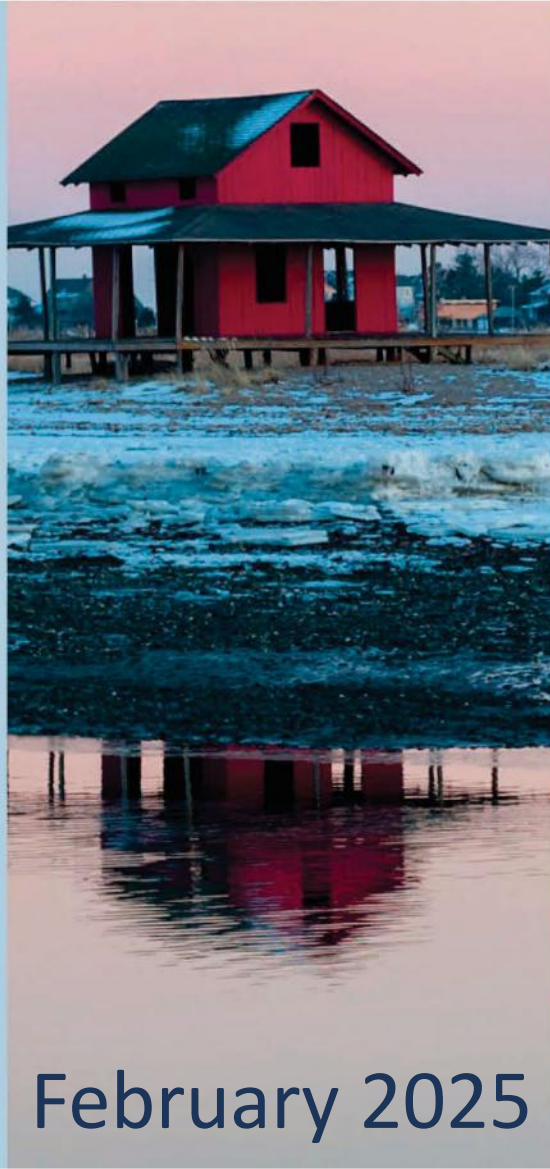
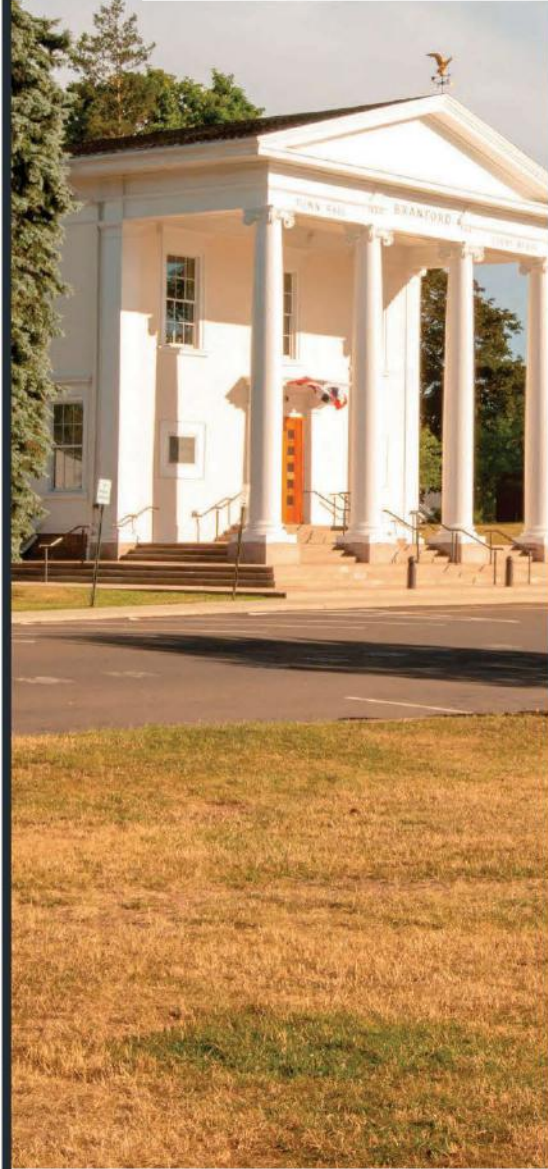


SHORELINE CONNECTIONS

A Magazine About Events, Businesses and
People Along the Shoreline

Branford, Guilford, North Branford



February 2025

 SHORELINE
CHAMBER

WWW.SHORELINECHAMBERCT.COM

SHORELINE CONNECTIONS

Shoreline Chamber Board of Directors

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- Ex Officio Members
- Dee Jacob - President, Shoreline Chamber
- Perry Maresca - Branford EDC Director
- John Tarutis - Guilford EDC Director
- Rory Burke - North Branford Asst. Town Manager

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Junior Achievement Opportunities

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Meet A Member

Ribbon Cuttings & Milestones

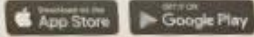
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Gold Member Directory

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SHORELINE CONNECTIONS

Our Towns



NET 90

Ninety minutes of power networking.



Thank you to Fair Street Advisors for hosting the February Net 90 in your beautiful historical landmark in Guilford –such a unique and memorable setting!

Shoreline Chamber members gathered to network with other businesses, making valuable connections, and share their organizations in an environment full of energy. It was the perfect setting to build relationships, learn from each other, and strengthen our business community.

New members had the chance to experience firsthand the incredible impact of Shoreline Chamber's Net90, discovering how these events foster collaboration and growth.





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2025 Annual Excellence Awards & Breakfast

The Shoreline Chamber of Commerce gathered for a wonderful morning of celebration, and recognition! We honored the achievements of our outstanding members across multiple categories and officially installed our new slate of Board Directors. Thank you to Sean Scanlon, State of CT Comptroller who was our keynote speaker and Woodwinds for providing a delicious breakfast, making the morning even more enjoyable.

Congratulations to all our award recipients—we are proud to have such dedicated businesses and individuals in our community!



New Small Business of the Year
Grey Goat Farmtique

Employer of the Year
Floor Craze

Small Business of the Year
Canción Tequila New England States

Nonprofit of the Year
Guilford Interfaith Volunteers

Excellence in Innovation
Marcia LaFemina - MATCH

Community Partner Branford
Branford CoWorking

Hometown Hero Guilford
Little Red Shack Restoration
(Tom Tolla, Mike Donofrio and Guilford Preservation Alliance)

Hometown Hero North Branford
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USING YOUR BIGGEST BENEFITS AS A MEMBER PART ONE

By: Dee Jacob, President of The Shoreline Chamber



Too often I believe Chamber members feel that if they don't go to any awards events or networking events that they are not getting their value from their membership. I don't agree with them – though I believe these may be valuable for making connections, but the value of the membership comes from utilizing all the market access channels the Shoreline Chamber provides.

What are the market access channels the Chamber provides?

There are several – most are accessible from your member portal in Chamber Master – the integrated software we use.

1. Online Directory

The Chamber is a trusted and credible source of information – particularly for finding a retail shop, service business, bank, restaurant, surveyor, etc.

Between 2023 and 2024, we grew the number of individual searches of our directory significantly.



This traffic means that a business member's name had an average is over 1100 searches.

What determines whether they email you (a feature of the directory), click further to find information in the directory, click to your website, or visit you is based on **the information you provide!**

Customers can find you through a Category search (utilized 80% of the time) or by name. Are you in the correct category? Are you in a category that isn't quite as applicable to you but was the only one that was even close? You can switch your category in your member profile. If you need help with this contact Meggan@shorelinechamberct.com. If you would like us to create a new category to be listed under, contact Dee@shorelinechamberct.com,

CONTINUED

If you are in the correct category, why are people not necessarily visiting you? The most obvious thing is there are no words filled in for the directory describing your business! This can hurt you even more when a company in your category has theirs filled in with "trusted resource with 70 years' experience in....".

To fix this, go to your Member Portal Left Side Menu: Company Information/Website Information/Web Description/ "Displays beneath your business name in your association's public directory" (third text box).

There are times you have words filled in, but they are written utilizing vocabulary only your professional colleagues understand and not in words your potential customers understand. For help with these issues contact tina@shorelinechamberct.com or dee@shorelinechamberct.com.

Part Two in March – Events, News Releases, Job Postings, Web Leads



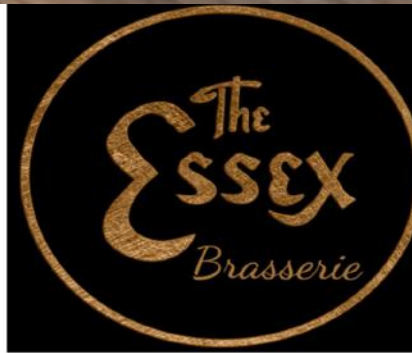
SHORELINE CHAMBER

Three Great Towns, One Strong Business Community

Your Business Profile	Shoreline Chamber Directory 551,000 Searches
Your Social Media	Shoreline Social Media About you, Sharing Yours
Your Events and Celebrations	Shoreline Connections Your Events, News, RC
Your News Releases	Shoreline Website Your Events, News, RC
Your Connections	Shoreline Publishing Articles New Members, RC and Milestones

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BOARD MEMBER SPOTLIGHT DEANAH O'DONNELL



Deanah O'Donnell is a Senior Staff Accountant, Manager - Client Advisory Services at DeCaprio CPA & Associates, P.C. with over 20 years of experience working with publicly and privately held companies.

Where are you originally from?

I was born in Shelton, CT and now live in North Branford since 2021.

Can you tell me a little bit about yourself and what you do?

As the Manager of Client Advisory Services at DeCaprio CPA & Associates, P.C., I am an enrolled agent licensed by the IRS and a QuickBooks Elite ProAdvisor. With over 20 years of public and private accounting experience, I work closely with businesses to provide comprehensive tax planning, streamline accounting and bookkeeping practices, and offer strategic advice for growth. My role also includes helping clients navigate complex compliance issues, optimize their business strategies, and improve their overall business planning model to ensure long-term success.

Does DeCaprio have anything exciting coming up that you want to share?

In 2026, DeCaprio CPA & Associates, P.C. will proudly celebrate 50 years in business as a firm in Branford. This milestone reflects our commitment, growth, and the strong relationships we've built with local business over the years.

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

Honestly, I can't think of a single thing— I'm an accountant, we aren't fun.

What was your earliest involvement with the Chamber?

My earliest involvement with the Shoreline Chamber began in May 2019, when I was invited to a Net 90 event by Karen DelVecchio. That event marked the start of a journey that led to us both serving on the Chamber board years later. Since then, I've had the privilege of connecting with countless professionals and building strong relationships with many local businesses that continue to be an important part of my network today.

Do you feel like it's benefited DeCaprio to network through the Chamber?

Through the chamber, we have built many valuable professional connections and had the opportunity to support and help grow numerous local businesses. We truly appreciate the relationships we've established and the positive impact the chamber has had on our network and community.

What's your favorite spot on the shoreline?

My favorite spot on the Shoreline is visiting Hammonasset State Park. I also, enjoy dining at Roses Orchards, Dockside or Lennys and shopping at Grey Goat Farmtique.

COMMUNITY EVENTS CALENDAR

Chamber events are highlighted in Green

MAR 1, SATURDAY	Mardi Gras Family Fun at the Shore Line Trolley Museum	11:00AM - 2:00PM	Shore Line Trolley Museum, East Haven	<u>details</u>
MAR 2, SUNDAY	Introduction to Mediumship	10:00AM - 12:00PM	Soul Voyage Trauma Center, Madison	<u>details</u>
MAR 3, MONDAY	Broker Principles & Practices of Real Estate - Live Virtual Class 3/3 & 3/5, 2025	8:30AM - 5:00PM	Zoom	<u>details</u>
MAR 4, TUESDAY	Real Estate Pre-Licensing Virtual Classes, ongoing	9:00AM - 3:30PM	Zoom	<u>details</u>
MAR 4, TUESDAY	Bluegrass Jam at the Museum	6:00PM - 8:30PM	Shore Line Trolley Museum, East Haven	<u>details</u>
MAR 5, WEDNESDAY	SCORE Webinar: Manage Your Business Finances with QuickBooks	12:00PM - 1:30PM	Zoom	<u>details</u>
MAR 6, THURSDAY	Real Estate Pre-Licensing Virtual Classes, ongoing	9:00AM - 3:30PM	Zoom	<u>details</u>
MAR 8, SATURDAY	ESCA's Carnival Night and Auction	6:00PM - 10:00PM	Silver Sands Beach Club, East Haven	<u>details</u>
MAR 11, TUESDAY	Real Estate Pre-Licensing Virtual Classes, ongoing	9:00AM - 3:30PM	Zoom	<u>details</u>
MAR 11, MONDAY	NET90 - Hosted by GSB and Grey Ledge Advisors	5:30PM - 7:30PM	1 Park ST, Guilford	<u>details</u>
MAR 12, WEDNESDAY	Gentiva Hospice - Open House & Ribbon Cutting	3:30PM - 5:30PM	500 E Main ST, Branford	<u>details</u>
MAR 12, WEDNESDAY	SCORE Webinar: Leadership Mastery - Delegation, Measurement, and Processes	5:30PM - 7:00PM	Zoom	<u>details</u>
MAR 13, THURSDAY	Real Estate Pre-Licensing Virtual Classes, ongoing	9:00AM - 3:30PM	Zoom	<u>details</u>
MAR 13, THURSDAY	SCORE Webinar: Working with Content Creators & Influencers as a Small Business	12:00PM - 1:30PM	Zoom	<u>details</u>
MAR 13, THURSDAY	empowHer gala: Navigating Through Challenging Life Transitions	5:30PM - 9:00PM	Woodwinds, Branford	<u>details</u>
MAR 17, MONDAY	Nutured Learners - Ribbon Cutting	3:45PM - 4:15PM	2257 Boston Post Road, Unit B Guilford	<u>details</u>
MAR 18, TUESDAY	Real Estate Pre-Licensing Virtual Classes, ongoing	9:00AM - 3:30PM	Zoom	<u>details</u>

COMMUNITY EVENTS CALENDAR

Chamber events are highlighted in Green

MAR 18, TUESDAY	SCORE Webinar: The 3-Page Business Plan	5:30PM - 7:00PM	Zoom	details
MAR 20, THURSDAY	Real Estate Pre-Licensing Virtual Classes, ongoing	9:00AM - 3:30PM	Zoom	details
MAR 20, THURSDAY	Bo Tique - Ribbon Cutting	3:30PM - 4:00PM	688 Boston Post Rd, Guilford	details
MAR 25, TUESDAY	Real Estate Pre-Licensing Virtual Classes, ongoing	9:00AM - 3:30PM	Zoom	details
MAR 25, TUESDAY	The Coder School Branford - Ribbon Cutting	12:00PM - 12:30PM	375 E Main St, Branford	details
MAR 25, TUESDAY	Business After Hours - Hosted by CrossPoint Federal Credit Union	5:30PM - 7:30PM	249 W Main St, Branford	details
MAR 27, THURSDAY	Real Estate Pre-Licensing Virtual Classes, ongoing	9:00AM - 3:30PM	Zoom	details
MAR 29, SATURDAY	Dudley Farm Masters Walk	10:00AM - 12:00AM	Dudley Farm, Guilford	details
APR 1, TUESDAY	Real Estate Pre-Licensing Virtual Classes, ongoing	9:00AM - 3:30PM	Zoom	details

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

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Hosted by Our Community Benefactor
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Make new connections
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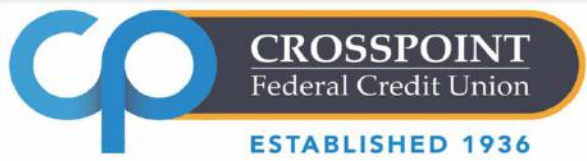


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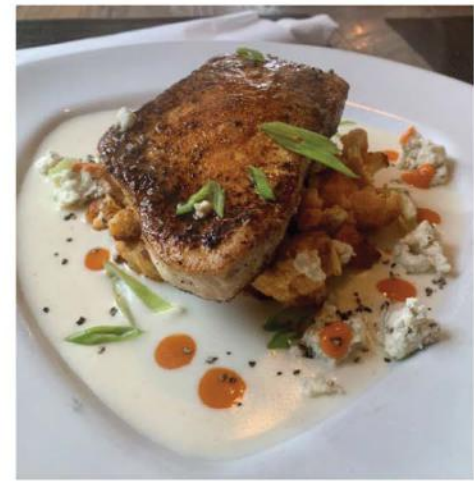
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The casual fine food at South Lane Bistro gets even finer when paired with your favorite drink. Featuring distinct wines, craft beers, and delicious cocktails. South Lane combines the best of a local wine bar and a craft brewery.

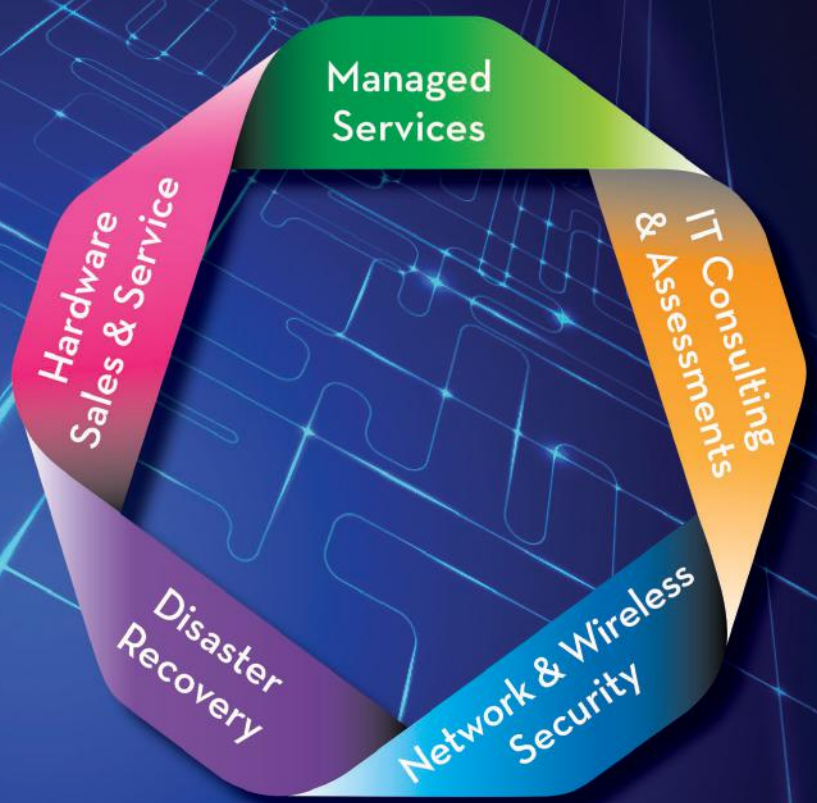
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Strategic and Tactical Direction

Town Government and Merchant Relations

Benefactor, Gold and Silver Member Relations and Sales

Finance and HR

dee@shorelinechamberct.com



Vice President – Tina Strell

Brand, Communication and Membership

Publications and Social Media

Member Sales

Signature Events

tina@shorelinechamberct.com



Membership and Operations Manager _ Diane Laffitte

Office Management

Networking Events and Support

Member Communication

Staff Support

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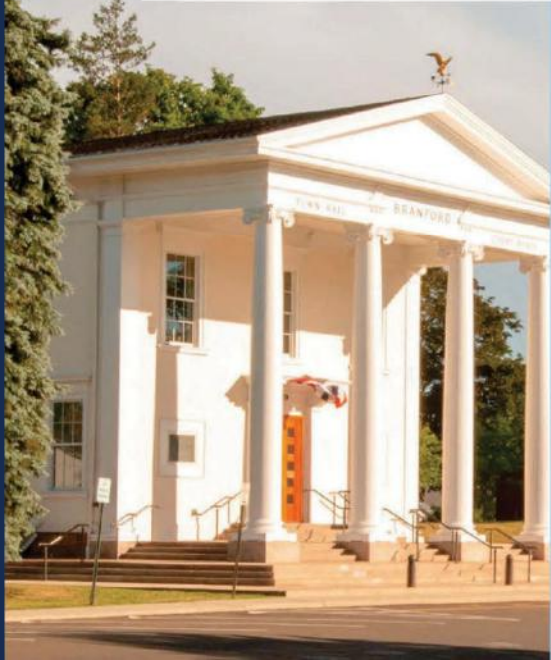
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