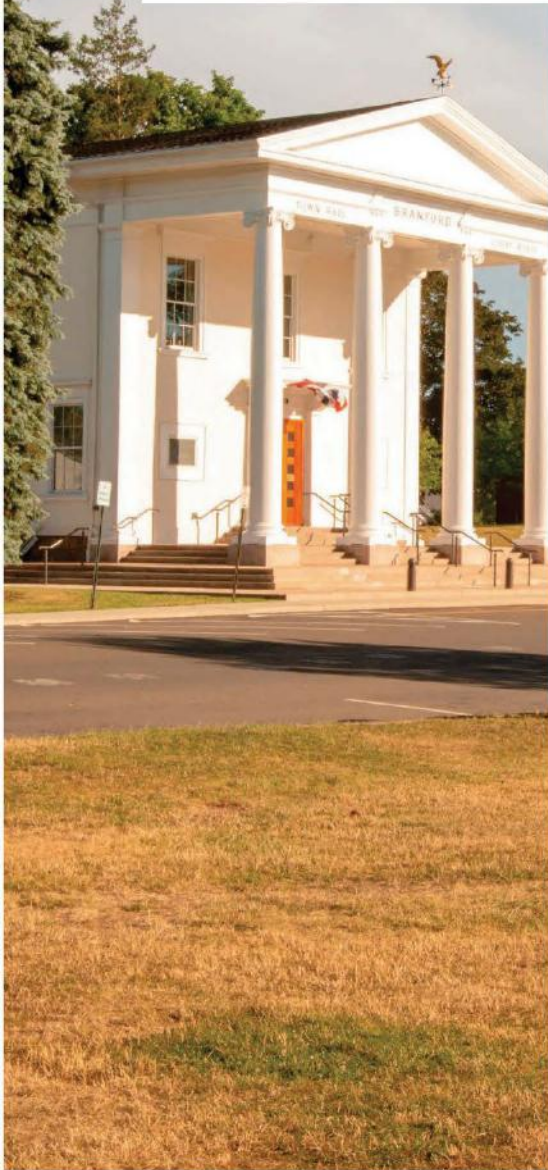


# SHORELINE CONNECTIONS

A Magazine About Events, Businesses and  
People Along the Shoreline

Branford, Guilford, North Branford



March 2024

 SHORELINE  
CHAMBER

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# SHORELINE CONNECTIONS

## Our Towns



# SHORELINE CONNECTIONS

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2024 MEMBERSHIP DIRECTORY

[www.shorelinechamberct.com](http://www.shorelinechamberct.com)



# 2024 Nonprofit Conference





The Shoreline Chamber's 2024 Nonprofit Conference was a wealth of information for over 80 nonprofit attendees on March 26th. This was the first time the conference was held since the pandemic.

We were lucky to be joined by Lisa Evans of iMission, John Brooks former CDO of Columbus House and now consultant for Sharon Danosky & Associates, Jackie Downing of The Community Foundation for Greater New Haven, Maryann Ott, Executive Director of NewAlliance Foundation and Denise Daviau CEO, SARAH INC. These professionals conducted breakouts on:

- How to convert your social media followers into donors
- How to establish your value for securing sponsorships and competitive grants
- Recruiting and maintaining the right board for your mission

Sitting down to a beautiful lunch by The Woodwinds, Platinum Sponsor GSB SVP Shalonta Ford spoke on “Why Corporate Giving.”

Our keynote address was a conversation with Judith Meyers, Principal of Meyers Philanthropy Advisors. She is Board Chair of the United Way of Greater New Haven. Ms. Meyers spoke on “Multigenerational Giving.” A huge thank you to all the presenters!

We are so appreciative to our sponsors GSB, East River Energy, Penn Globe, Page Hardware, Palumbo's Automotive, SARAH Inc., American Solutions for Business, Van Wilgens.

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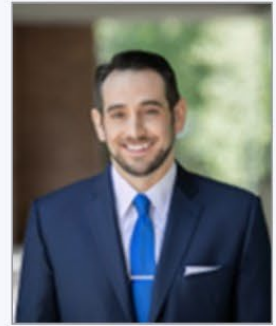
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# SHOULD I STAY OR SHOULD I GO?



By JR Romano  
TrinityPoint Wealth

Did you know that the average American adult will change jobs 12-15 times over the course of their life? Many are looking for better benefits, improved quality of life, or even a geographic change. This has spurred Americans to find their best fit for career happiness.

This thought process doesn't just include careers, but all major life decisions. We frequently examine and re-examine whether we have made the best decisions. It's a smart financial habit to shop around for the best deals and rates on various services and products from interest rates for credit cards, auto and homes loans, auto insurance and cell phone carriers. We even sign up for cashback websites. All under the premise of "I need to save some money."

This brings me to my main point, retirement savings; specifically, an old 401(k) at a previous employer. According to the Center for Retirement Research at Boston College, there are over 24 million forgotten or left behind 401(k) accounts holding \$1.35 trillion in assets. So, in all likelihood some of you reading this article have a 401(k) at an old employer.

So, why do so many Americans leave their 401(k) accounts behind at an old job and never examine whether this is in their best interests? The average 401(k) expense ratio is 1.37% of assets invested. Depending on the plan, you may also be paying mutual fund and provider fees which could push your total fees close to 2%. While you were an employee you couldn't really do anything to lower the provider fees unless you chose low-cost funds in your plan. But if you are no longer an employee, why continue to pay those fees?

Here is a hypothetical example of fees within a 401(k). Alex, Jennifer, and David each have invested \$100,000 in a 401(k) by the age of 35. Each account earns an annualized return of 8%, but the funds within the 401(k) charge different annual fees of 1%, 2% and 3%. David paid 3% and has \$432,194 in assets at age 65. Jennifer paid 2% and has \$574,349 for retirement. Alex paid 1% and is the big winner, with \$761,225 saved for retirement. For many paying these fees are part of participating in a company's retirement plan. But if you leave your employer, you have other options.

Rolling your old 401k into an IRA allows you the freedom to choose your investments, as well as the ability to control your fees. You can choose the investment strategy that best aligns with your financial goals and retirement timeline.

**CONTINUED**

If you are one of the 24 million people that have an old 401(k), it's time to find a wealth advisor and have this conversation. If you would like to discuss your options feel free to email me at [mgallagher@trinitypointwealth.com](mailto:mgallagher@trinitypointwealth.com) and schedule a time for a complimentary meeting. Your retirement can wait, but planning for it can't. You only get one retirement, and it needs to count.

JR Romano, a Branford resident is a partner at TrinityPoint Wealth; an independent wealth management and investment advisory firm located in Milford, CT and Charlotte, NC. Our team of dedicated financial advisors has decades of experience serving individuals and families, as well as providing guidance for retirement plans and institutions including endowments, foundations, and nonprofits. We

We are fiduciaries, first and foremost, which means that we are legally held to a higher standard of accountability and transparency. We value the long-standing relationships we've built and look forward to serving your financial needs and helping you achieve your goals and objectives now and in the years to come.

*Disclosure: This material is provided by TrinityPoint Wealth for informational purposes only and is not intended to serve as a substitute for personalized investment advice or as a recommendation of any particular security, strategy or investment product. Facts presented have been obtained from sources believed to be reliable, however, TrinityPoint Wealth cannot guarantee the accuracy or completeness of such information. TrinityPoint Wealth does not provide tax or legal advice.*

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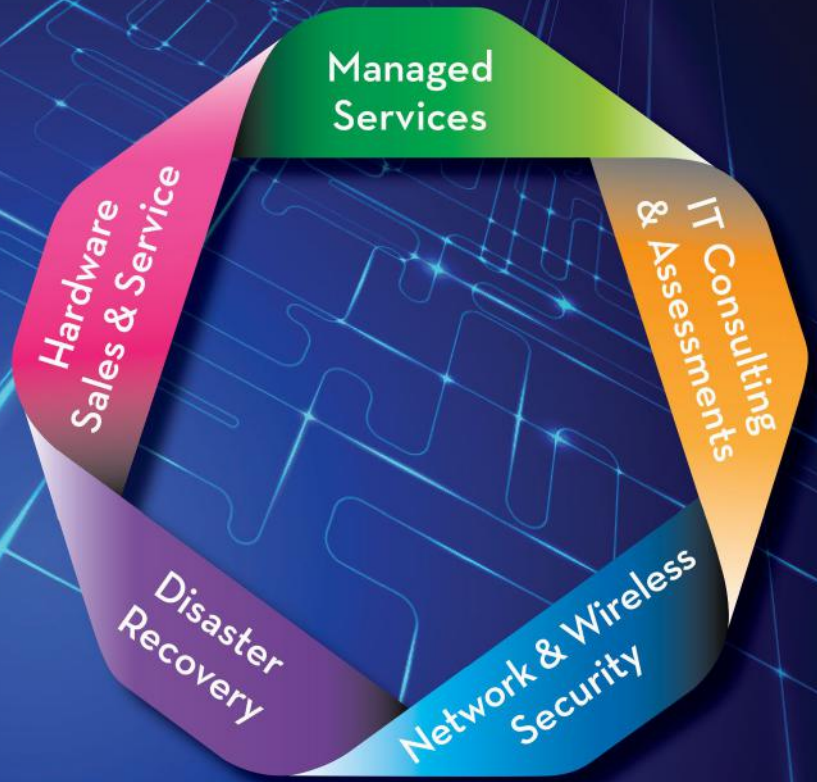
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## BOARD MEMBER SPOTLIGHT

# DENISE DAVIAU

*Denise is the CEO for SARAH Inc. and has served on the board for 2 years.*



### **Where are you originally from?**

I'm originally from Webster, Massachusetts.

### **Where do you live in CT?**

I live in the Oakdale section of Montville.

### **Tell me about how you got involved in the chamber?**

I've been with SARAH Inc. for 11 years, and we've been a member of the Shoreline Chamber of Commerce for quite some time. I've always appreciated the chamber's connections and events. I became CEO about seven years ago, and after attending different events, I was approached to join the board. I agreed because I think it's important and good to be present, especially given the chamber's footprint.

### **Can you tell me a little bit about SARAH Inc. and your role?**

As the CEO, I partner with the board of directors and the senior leadership team here at SARAH. However, I firmly believe that every member of our staff plays a vital role in leadership. My primary responsibility is to ensure that we fulfill our mission of enhancing skills and transforming the lives of all individuals with differing abilities while continuously seeking avenues for strategic growth and improvement in our services. We are also committed to being the best employer we can be! We are the largest nonprofit Birth to Three provider in the state. We also serve 240 adults with intellectual disabilities with a team of 150 employees. We are always striving to provide the best quality of services and be quality employers. We are committed to our employees because, without them, we can't do what we do. That's why we are always striving to improve the employee experience. For this reason, we conduct an annual employee satisfaction survey, which we take very seriously. It's helpful for us to learn where we can improve. We're in the early stages of several DEI and belonging initiatives aimed at fostering a more inclusive work environment. I am grateful for the strong leadership provided by individuals such as Becca Dunn, our board chair, whose experience with Birth to Three services adds immense value to our organization.

### **What was your earliest involvement with the Chamber and Why?**

Several years back, the Shoreline Chamber hosted a great series on strategic alliances for nonprofits. I recall our former employee's collaboration with the Shoreline Chamber, which left a lasting impression on me. Even before assuming the role of CEO, I recognized the importance of representing SARAH Inc. and forging connections with the towns and communities we serve. Given our geographical locations and historical ties, partnering with the Shoreline Chamber felt like a natural fit. It has since become one of our mainstays.

### **How has SARAH Inc. benefited from the Chamber?**

It's definitely helped in learning more about the towns and communities we serve through how the chamber connects with these towns. GSB is one example that comes to mind. The opportunities to meet other people within these communities have been valuable. You never know when there will be some synergy and opportunities to collaborate!

### **Why did you step into this role?**

I was a board director and was then asked to take on a leadership position as secretary. Subsequently, I was then approached to be chair. I was very intrigued because I appreciate my involvement with the board and I thought it would be a great opportunity as CEO to be on the other side of the table. Working with Dee has been really interesting. I know what it's like as a CEO to work closely with the board chair, and I appreciate the balancing act. As board chair, "How do I do my part without getting in the way of the day-to-day business operations?" It's been a great learning experience for me and a valuable platform to promote and educate others on what we do at SARAH Inc.

### **Fun Fact about you?**

I lived in Europe for 5 years! I earned both my undergraduate and graduate degrees in the Netherlands at the University of Leiden, and as a result, I speak Dutch.

### **Favorite spot on the shoreline?**

The Pequot Point beach in New London! I love it there. I have been going since my kids were little. It's one of my happy places!



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# NET90

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Our first Evening Net90 was a success! Members met casually over drinks and hors d'oeuvres and then presented their organizations and offerings. Thank you **Holiday Inn Express** for hosting us!

## **Do you know the difference between a Net90 and a Business After Hours (BAH)?**

A Net90 is a networking event, hosted by a member, where members not only socialize with one another over food and beverage, but are also given time to address the group as a whole (elevator speech) to share information about their business.

A BAH is also a networking event, hosted by a member, where members socialize over food and beverage, but must share their story one on one. It is an opportunity to solidify relationships.

Next BAH April 16th, Spark Cycleworks North Branford

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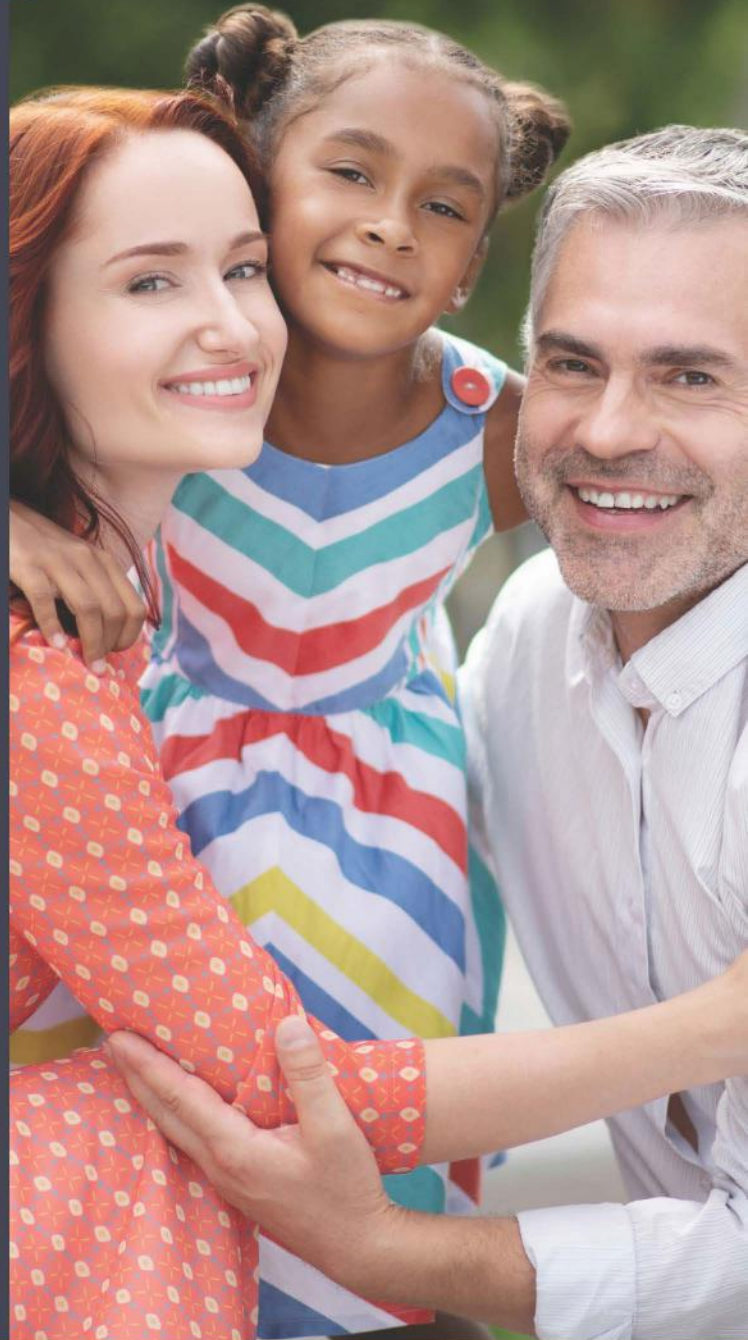


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# **Coworking Spaces So Much More Than a Desk**

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In an era where the business landscape is continually evolving, coworking spaces stand as beacons of innovation, collaboration, and community. Branford Coworking is at the heart of this, aiming to provide a workspace that can offer an array of opportunities for professionals seeking more than just a desk. Branford Coworking's goal to create a space for everyone opens the potential for off-site meetings, training, and social events beyond conventional settings.

## **Elevating Off-Site Meetings**

Moving beyond the traditional, often uninspiring conference room, look for an atmosphere that is crafted to promote dynamic discussions and creative thinking, making it an ideal setting for brainstorming, client meetings, and training classes. For example, having an open-concept kitchen with a streaming TV facilitates cooking classes in a space that allows individuals to see and feel the experience.

## **Training Reinvented**

Blink and something new is upon us. Continuous learning and skill development are crucial to stay current. Find alternative environments that aren't your average classrooms; they're interactive, adaptable environments that encourage active participation and make learning an immersive experience. Whether it's for workshops, seminars, or digital learning sessions, the setting should be designed to stimulate engagement and enhance the effectiveness of the training offered, aligning with the needs of today's individuals who value continuous personal and professional growth.

## **Social Events with a Unique Twist**

Networking and community-building events are essential for professional development and business success. Offer a creative twist on these gatherings, by hosting in spaces that can transform anything from casual mixers to formal events. Without the conventional constraints of restaurants or hotels, events held in coworking spaces can offer a unique vibe and a more personalized experience. These events foster a sense of community and belonging, making them perfect for building professional networks and forming meaningful connections.

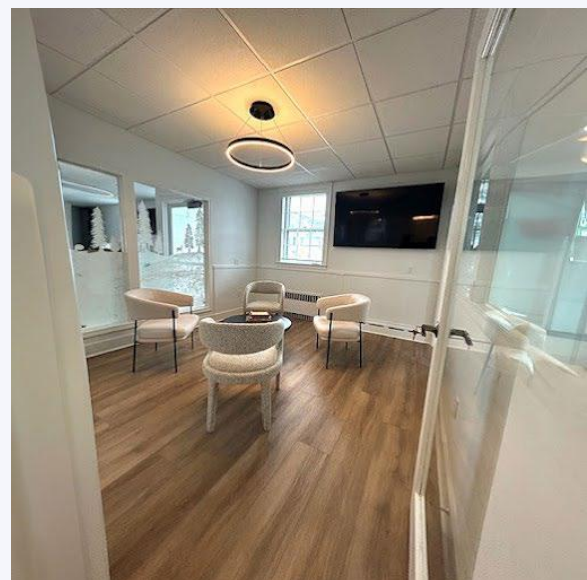
## A Hub of Daily Activity

For day-to-day operations, coworking spaces serve as more than just a place to work; They are a community hub where professionals from various fields can converge. The space caters to a wide range of needs with its mix of open desks, private offices, and quiet zones. More than just facilitating work, it encourages collaboration and spontaneity, with communal areas designed to spark conversations that could lead to the next big idea. Regular professional development sessions, wellness activities, and social gatherings contribute to a well-rounded work-life balance, enriching the professional journey of its members.

## Conclusion

Coworking spaces are dynamic, multifaceted environments that cater to the evolving needs of today's professionals. It goes beyond the traditional workspace model by fostering a culture of innovation, learning, and community. Coworking spaces are not just a place to work; they offer a place where professionals can grow, connect, and create in ways that traditional offices simply cannot offer. Whether hosting impactful off-site meetings, facilitating engaging training sessions, offering unique settings for social events, or providing a versatile space for daily work, professionals should explore a new realm of possibilities.

*Branford Coworking is a great new space just around the corner at 119 Montowese Ave, Branford.*







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# FROM LOST TO LAUNCHED: MARKETING 101 FOR SMALL TO MID-SIZED BUSINESSES

*Susie is a Marketing Consultant and Owner of Cal Marketing Services, a marketing agency that helps small to mid-sized businesses with all of their marketing needs.*



**Susie Mehring**

Starting with no marketing can feel overwhelming and daunting, to say the least. I'm often approached by small to mid-sized businesses who ask me "Where do I even begin?" Every successful journey begins with a single step and there are several steps you can take to establish a presence and begin promoting your business effectively. Here are some tips:

**Define Your Target Audience:** Identify who your ideal customers are. Understand their demographics, interests, and needs. This will help you tailor your marketing efforts and your voice to reach and resonate with the right people.

**Establish a brand:** Develop a clear and compelling brand identity that reflects your values, mission, and unique selling points. This includes creating a memorable logo and choosing your brand's colors and fonts. Of course, hiring a graphic designer or agency is great and ideal, but if budget is a concern, there are many great, inexpensive online tools out there you can use to create your logo, like Canva, PicMonkey and Adobe Express.

**Be consistent with your brand:** Once you've established your brand, be consistent with it! I can't stress this enough. While you can be creative and use various colors in your marketing efforts, ensure they align with and compliment your brand. Consistency is the foundation for creating a brand that sticks in the minds of your audience.

**Create a Unique Selling Proposition (USP):** Determine what sets your business apart from competitors. Highlighting your unique value proposition will attract potential customers.

**Build a Website:** Establish an online presence by creating a professional website. Your website should be easy and intuitive to navigate, visually appealing, and optimized for search engines (SEO). Fortunately, these days, this does not mean you have to go out and hire a developer. Of course, it's great if you can, but again if budget is a concern, there are many options out there to build a website that is scalable and easy to update. One of my favorite plug and play website platforms is Wix.

## From Lost to Launched: Marketing 101 for Small to Mid-Sized Businesses

**Leverage Social Media:** Social media is awesome for small businesses! Set up profiles on social media platforms that are relevant to your target audience. Engage with your followers by sharing valuable content, special offers, responding to comments, and running promotions or contests.

**List Your Business:** Ensure your business is listed on online directories such as Google My Business, Yelp, and Bing Places. This helps potential customers find your business when searching locally.

**Networking:** Attend local networking events such as chamber events, join industry-related groups, and establish connections with other businesses and professionals in your community. Business after Hours (BAH), hosted by the Shoreline Chamber of Commerce is a great one to attend!

**Content Marketing:** Create and share relevant content that provides value to your audience. This could include blog posts, videos, infographics, or podcasts that address common questions or challenges your audience might have. If you're a hardware store, perhaps you can write a blog post about how to fix a leaky faucet. If you're a clothing store, write a blog post about fashion trends this Spring. The idea is to provide valuable content to your audience.

**Email Marketing:** Start building an email list of customers and prospects. Send out regular newsletters, promotions, or updates to keep subscribers engaged and informed about your products or services. Constant Contact and Mailchimp both provide excellent choices for beginners, offering free plans for a specified number of contacts.

**Monitor and Analyze Results:** Track the performance of your marketing efforts using tools like Google Analytics and social media insights. Adjust your strategies based on what's working best for your business.

Marketing is an ongoing process, so be patient and persistent in your efforts. Start with a few strategies that align with your goals and budget, and gradually expand as you grow.

*Susie Mehring is a Marketing Consultant and Owner of Cal Marketing Services, an agency that helps small to mid-sized businesses with their marketing needs. To learn more visit [calmarketingservices.com](http://calmarketingservices.com) or email Susie at [susie@calmarketingservices.com](mailto:susie@calmarketingservices.com)*

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# COMMUNITY EVENTS CALENDAR

Chamber events are highlighted in Green

<b>MAR 30, SATURDAY</b>	CT Winter Wine Trail	11:00AM - 5:00PM	Bishop's Orchards, Guilford	<a href="#">details</a>
<b>MAR 30, SATURDAY</b>	Legacy Theatre Presents "Mario the Maker Magician"	10:00AM - 2:00PM	Legacy Theatre, Branford	<a href="#">details</a>
<b>MAR 31, SUNDAY</b>	Easter Buffet at the Woodwinds	11:00AM - 5:00PM	The Woodwinds, Branford	<a href="#">details</a>
<b>MAR 31, SUNDAY</b>	Easer Dinner at the Madison Beach Hotel	11:00AM - 7:30PM	Madison Beach Hotel	<a href="#">details</a>
<b>APR 1, MONDAY</b>	Life After Loss Bereavement Group	10:00AM - 11:30AM	Women & Family Life Center, Guilford	<a href="#">details</a>
<b>APR 1, MONDAY</b>	Strategies for Managing Life Transitions	1:00PM - 2:30PM	Women & Family Life Center, Guilford	<a href="#">details</a>
<b>APR 2, TUESDAY</b>	On Zoom - Collage a Birdhouse and 3D Assemblages	12:30PM - 2:30PM	via Zoom	<a href="#">details</a>
<b>APR 2, TUESDAY</b>	SCORE Business Fundamentals Series Session One: What's the Big Idea	5:30PM - 7:00PM	via Zoom	<a href="#">details</a>
<b>APR 2, TUESDAY</b>	Restart Divorce Group at Women & Family Life Center	6:30PM - 7:30PM	Women & Family Life Center, Guilford	<a href="#">details</a>
<b>APR 4, THURSDAY</b>	SCORE Business Fundamentals Series Session Two: Customers and Competition	5:30PM - 7:00PM	via Zoom	<a href="#">details</a>
<b>APR 4, THURSDAY</b>	Adult Only Cajun Chicken Pasta Cooking Class	6:00PM - 9:00PM	Stony Creek Brewery, Branford	<a href="#">details</a>
<b>APR 4, THURSDAY</b>	Oyster Shell Decoupage Workshop	6:00PM - 8:00PM	Gracious Gifts and Home, Branford	<a href="#">details</a>
<b>APR 8, MONDAY</b>	Strategies for Managing Life Transitions	1:00PM - 2:30PM	Women & Family Life Center, Guilford	<a href="#">details</a>
<b>APR 9, TUESDAY</b>	On Zoom - Collage a Birdhouse and 3D Assemblages	12:30PM - 2:30PM	via Zoom	<a href="#">details</a>
<b>APR 9, TUESDAY</b>	SCORE Business Fundamentals Series Session Three: Marketing & Sales Basics	5:30PM - 7:00PM	via Zoom	<a href="#">details</a>
<b>APR 11, THURSDAY</b>	SCORE Business Fundamentals Series Session Four: Pricing & Managing Money	5:30PM - 7:00PM	via Zoom	<a href="#">details</a>
<b>APR 16, THURSDAY</b>	Business After Hours hosted by Spark Cycleworks	5:30PM - 7:30PM	Spark Cycleworks, North Branford	<a href="#">details</a>
<b>APR 16, THURSDAY</b>	On Zoom - Collage a Birdhouse and 3D Assemblages	12:30PM - 2:30PM	via Zoom	<a href="#">details</a>

# COMMUNITY EVENTS CALENDAR

Chamber events are highlighted in Green

<b>APR 16, TUESDAY</b>	SCORE Business Fundamentals Series Session Five: Digital Marketing Must-Haves	5:30PM - 7:00PM	via Zoom	<a href="#">details</a>
<b>APR 20, SATURDAY</b>	Earth Day Beach and Park Cleanup	10:00AM - 12:00PM	Hammonasset Beach State Park	<a href="#">details</a>
<b>APR 23, TUESDAY</b>	on Zoom - Collage a Birdhouse and 3D Assemblages	12:30PM - 2:30PM	via Zoom	<a href="#">details</a>
<b>APR 26, FRIDAY</b>	Epicurean Series   Dinner with Chef Chrissy Tracey and Chef Kinsler Josaime	7:00PM - 10:00PM	Madison Beach Hotel	<a href="#">details</a>
<b>APR 27, SATURDAY</b>	Starlight Benefit 2024: Fire Up, Ignite Your Passion for Vista at Water's Edge	6:00PM - 9:00PM	Water's Edge, Westbrook	<a href="#">details</a>

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





Centrality Physical Therapy & Wellness

# YOUR PELVIC HEALTH IS OUR PRIORITY

Centrality Physical Therapy & Wellness is a physical therapy clinic that specializes in addressing pelvic health conditions across all ages (pediatrics to adults) & all genders.

We address conditions that are "too taboo for the dinner table" and often are "common but not optimal" like urinary leakage, pregnancy & postpartum pain, birth preparation, potty training struggles, constipation, post surgical (hysterectomy, prostatectomy, etc), pelvic pain & pain with intimacy.

To learn more about pelvic health physical therapy, call our office at **203-533-1072** or visit us online at [www.centralitywellness.com](http://www.centralitywellness.com) or by scanning the QR code



We are located in Guilford at 2351 Boston Post Road, Suite 403.  
Guilford, CT. 06437

**Starlight Benefit 2024**  
**VISTA LIFE INNOVATIONS**

**FIRE UP**  
**IGNITE**  
**YOUR PASSION FOR VISTA**

**Saturday, April 27 • 6:00 PM**  
**Water's Edge Resort & Spa • Westbrook, CT**



Net proceeds from Vista's Benefit support Vista's programs and services, including Vista's Student/Member Enrichment Fund, which underwrites projects and initiatives outside of traditional programming to directly enrich and enhance the lives of Vista students and members.

For more information, please contact Maureen McManus Hackett at (860) 399-8080, ext 235 or [MMcManusHackett@VistaLifeInnovations.org](mailto:MMcManusHackett@VistaLifeInnovations.org)

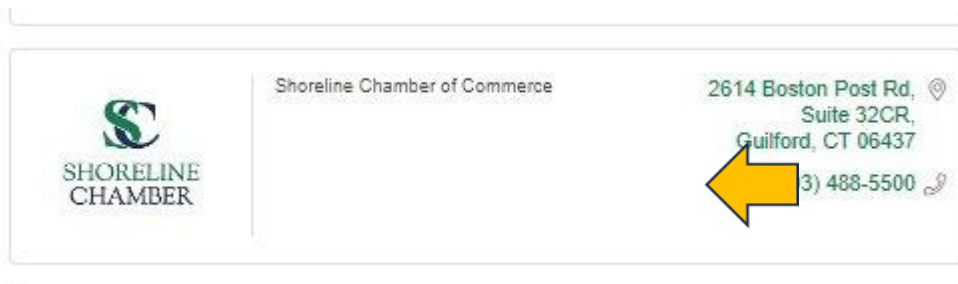


# The Shoreline Chamber and You!

## UTILIZING YOUR MARKET ACCESS CHANNELS

Have you checked your online presence in the Chamber Directory?  
The Online Directory was searched by over 200,000 individuals last year. The online directory is the place where the Chamber provides the vehicle, but the **member provides the message**. What did they see when they saw your listing in your category? Were they enticed to click further to find out more, visit your website or call you? You have two layers of presence in the online directory. First, a short listing under your name or business category. The second is only visible when the searcher clicks on your initial listing and then sees a full page of description, photos, videos, etc. you may have inputted.

Sometimes you have input your message in a space that won't display until they click on your listing in the directory. But what will make them click further? For example: This is how our Chamber might look to someone searching the category of Business Services.



We did not put our message in the correct location within our Chamber portal.

### Web Description / Text Content

Description: 1079 chars remaining.

Displayed on the **About** section of your association's public directory page.

The Mission of the Shoreline Chamber of Commerce is to enhance business opportunity for the economic success of our members and the benefit of the community.

The Shoreline Chamber of Commerce is a not for profit Corporation that exists to provide meaningful opportunities for our members to:

- Market their businesses
- Gain valuable professional and personal development
- Be kept abreast of important government issues that may impact their business
- Allow an opportunity to help enrich the community we live and work in

Meta Description: 101 chars remaining.

May be displayed publicly in search engine results.

Shoreline Chamber of Commerce | Business Services

Search Results Description: 200 chars remaining.

Displays beneath your business name in your association's public directory.



By editing this box, we give an individual searching, a synopsis of our key market message.

# The Shoreline Chamber and You!

## UTILIZING YOUR MARKET ACCESS CHANNELS

Editing the Search Results Description will provide a better option to access market searching a business category or by your name.

### Web Description / Text Content

Description: 1079 chars remaining.

Displayed on the **About** section of your association's public directory page.

The Mission of the Shoreline Chamber of Commerce is to enhance business opportunity for the economic success of our members and the benefit of the community.

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- Be kept abreast of important government issues that may impact their business
- Allow an opportunity to help enrich the community we live and work in.

Meta Description: 101 chars remaining.

May be displayed publicly in search engine results.

Shoreline Chamber of Commerce | Business Services

Search Results Description: 0 chars remaining.

Displays beneath your business name in your association's public directory.

Providing market access channels to get our members out. Building Community. Advocating for important issues for our members with legislators.. Providing recognition of Excellence along the Shoreline.



Your online directory listing now provides incentive to go to your website or to click to your in-depth listing within the Directory.

	<p>Shoreline Chamber of Commerce</p> <p><b>Providing market access channels to get our members' message out. Building Community. Advocating for important issues with legislators. Providing recognition of Excellence along the Shoreline.</b></p>	<p>2614 Boston Post Rd. </p> <p>Suite 32CR, Guilford, CT 06437</p> <p>(203) 488-5500 </p>
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If you would like help setting up your message in the Member Portal, please reaching out to Meggin (Meggin@shorelinechamberct.com) or Dee at the Chamber office.

If you would like to discuss how membership might help your business, reach out to Dee (dee@shorelinechamberct.com)

## The War of 1812 – By Mairi Bryan

The War of 1812, the second war with Great Britain, was the most unpopular war for Connecticut residents in the state's history. It was particularly detested along the shoreline of Long Island Sound as it severely disrupted commercial shipping, affecting Connecticut's manufacturing economy, and trade with Europe, particularly England. War was declared by the Federal government in June of 1812, and in Connecticut particularly it was viewed as a war mounted by the Federal government as much against New England, as against Great Britain.

The entire Connecticut congressional delegation voted against what they viewed as "Mr. Madison's war" and saw it as a politically based and unconstitutional military action embarked upon by the despised Jeffersonian Republican party. The Federalist Party, centered in New England, and led by John Adams, believed in reestablishing close ties with Great Britain as the best way to promote American economic growth and international trade. The New England Federalists gathered in Hartford in 1814, in what became known as the Hartford Convention, to discuss ways of opposing the war, the topic of New England seceding from the Union among them. Governor Griswold of Connecticut went as far as refusing the use of the state militia, although many Connecticut soldiers and sailors became involved in defending the coast along Long Island Sound.

### Southeastern CT Enters the War of 1812



Photo credit Fairfield Maritime Art Show

The major action of the naval war started at the entrance to Long Island Sound in New London where the British blockaded the Thames in 1813, and while they never attempted to attack the town, British ships actively interfered with Connecticut's vital coastal trade and commerce. Many local ships had their vessels and cargos seized by the Crown, and while some profited by selling their produce to the Royal Navy, others joined the resistance by building and fitting out privateers to attack British ships.

Connecticut's other major engagements of the war were at the towns of Essex and Stonington in 1814. Essex on the Connecticut River, then known as Pettipaug, was a shipbuilding center that was noted to have built vessels for privateers. A British raiding party burned and plundered more than two dozen ships, and returned to their vessels with few casualties, although the Connecticut militia were rallied in time to protect the town. This raid constituted the largest single loss of American shipping in our history, more even than the Japanese attack on Pearl Harbor.

In Stonington, the commander of the British squadron, a Captain under Nelson at the Battle of Trafalgar, issued an ultimatum to the port to surrender or be destroyed. The Connecticut militia, many from surrounding towns and settlements, sent their families and valuables to safety and built defenses to hold off the invaders.

#### The Battle in New London Harbor



Photo Credit: warof1812ct.org

The British bombarded the town for three days with over 50 tons of shells, shot and rockets, but did relatively little damage, while the militia fired back hitting a number of the ships and repulsing several landing attempts. The British ships finally sailed away, and the Battle of Stonington was heralded as a triumph for Connecticut.

While **Guilford** and **Branford** were not the scenes of the fiercest encounters, many residents joined the militias to defend the coast and their livelihoods which depended on coastal trade and commerce. British vessels were frequently engaged in Long Island Sound, by both privateers and by official United States ships. The **Battle of Stony Creek in Branford** was short lived but celebrated as a victory by both sides. British troops landed in **Stony Creek**, but local militia fought them off with few casualties.

#### The Battle of Stony Creek

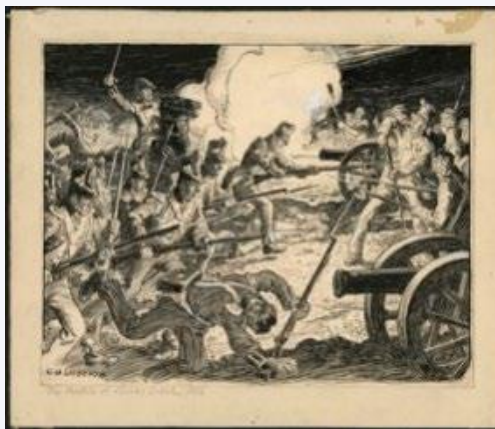


Photo Credit warhistoryonline.com

Legend has it, that the mascot on a British schooner, a goat, was shot dead by a local militiaman off the Thimble Islands.

Captain Frederick Lee, born and raised in **East Guilford**, was a master seaman and private merchantman. In 1809, he was commissioned by President James Madison to serve as a captain in the U.S. Revenue Cutter Service, a predecessor of the Coast Guard, to collect taxes on goods coming into American ports, but also to defend U.S. ships against the piracy of foreign interests. In 1814, while much

of Long Island Sound was under a British Navy blockade, Captain Lee and his crew sailed to the rescue of an American merchant ship sailing out of New Haven. The Royal Navy forced Lee to beach his ship, but he and his crew, from a position on a bluff on Long Island engaged the British with canon fire throughout the day and into the night, and despite losing their vessel were applauded for their heroic resistance under British fire.

Another tense encounter occurred on **Faulkner Island** off Guilford Harbor. The Faulkner Island Light, or Lighthouse was commissioned by Thomas Jefferson and constructed in 1802. During the War of 1812 the British landed on Faulkner and told the keeper, Solomon Stone, and his wife that they need not fear as long as they kept the light burning, realizing the importance to their navigation and operations in Long Island Sound. The New London customs inspector ordered Stone to put out the light, however after the British then threatened to blow up the lighthouse, an order was issued to relight the light.

So the war that Connecticut hated left it's mark along the coast of Long Island Sound. Eventually the British Navy left the Sound, although not before attending a grand celebration in New London celebrating the Treaty of Ghent, which agreed the peace terms in February 1815.



Sir Amédée Forestier, The Signing of the Treaty of Ghent, Christmas Eve, 1814, 1914, oil on canvas, Smithsonian American Art Museum, Gift of the Sulgrave Institution of the U.S. and Great Britain.



<https://www.battlefields.org/learn/articles/war-of-1812-faqs>

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## MEET A MEMBER

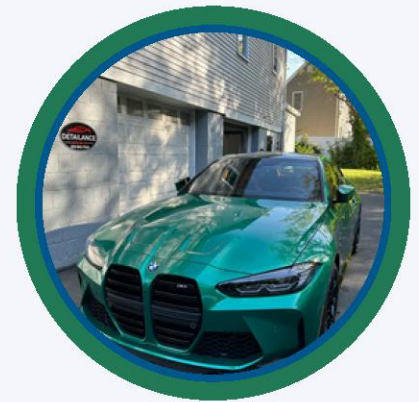
### DETAILANCE AUTO SALON



Detailance Auto Salon, located in Branford, is dedicated to delivering exceptional auto detailing services to Connecticut car owners. Founded by Logan, who boasts extensive experience in detailing cars of all types, the team understands the significance of maintaining a clean and pristine vehicle. Driven by the mission to educate clients on available detailing services and cultivate loyalty through exemplary service, they offer a range of options, from basic wash and wax to comprehensive detailing. With their expertise and commitment to detail, they strive to rejuvenate your vehicle, leaving it looking and feeling brand new. **Silver Member since 2023**

*"Logan did a complete detail on our vehicle and did a wonderful job. So great to see a young man in his own business and work so hard. We will definitely be using Detailance Auto Salon again."*

[www.detailanceautosalon.com](http://www.detailanceautosalon.com)



## MEET A MEMBER

### SPAVIA



At Spavia, nestled in the Guilford Commons, your experience takes center stage. Tailor your treatments to your preferences and needs. Their dedicated therapists and estheticians prioritize your well-being, delivering each spa service with personalized attention and professionalism. Indulge in relaxation from the moment you step into their tranquil retreat room. Equipped with spa robes, sandals, and aromatic neck pillows, your journey to rejuvenation begins there. Whether you crave a soothing massage, revitalizing body wrap, or nourishing facial, their specialists will guide you to curate your ideal spa day.

**Silver Member since 2023**

*"Friendly and professional customer service from Alexandra at the front desk. Peaceful and relaxing atmosphere. The best massage I have gotten in years, and I have been to many spas."*

[www.guilfordct.spaviadayspa.com](http://www.guilfordct.spaviadayspa.com)



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## **Mother's Day Mini-Sessions**

**Are your Mom & kids photos up to date? How about a mini "Beach Photo Session". We'll pick a local seascape scene to create memories as Forever Keepsakes.**

**What's a "Mini Session"** -It's an abbreviated version of a full photo session. Usually less than 30 mins each, and several client sessions consecutively. It allows the photographer to keep the costs to a minimum. Team up with a friend!

**What do I get?** - 3-4 Digital images (jpegs). I'll help you print and frame, if desired.

**When & Where?** - We'll decide on a mutually convenient time & location.

**Cost? \$150** (A full Photo Session starts at \$450, in comparison)



**Shoreline Pixels**  
Digital Photography and Imaging Specialists

**Interested?  
Please contact us.**

**Peter Sikes**  
[Peter@Shorelinepixels.com](mailto:Peter@Shorelinepixels.com)  
**203-671-7338**



# MEET A MEMBER

## APK CHARITIES



Throughout the enduring conflicts in Iraq and Afghanistan, the US Military's Special Forces have played a pivotal role, often facing perilous conditions. Connecticut's military families, too, have made significant sacrifices. On March 11, 2013, Connecticut native Capt. Andrew Pedersen Keel, serving as a commander in his special forces detachment, was killed in action in Eastern Afghanistan at the age of 28. In honor of his ultimate sacrifice, his parents, Bob and Helen Pedersen-Keiser, established the APK Charities Corporation, a Connecticut non-profit dedicated to commemorating his memory. The organization offers financial aid and material assistance to charitable causes.

**Non-Profit Member since 2023**

*"We seek to raise awareness and support for our active, retired, wounded and fallen warriors and their families and to provide financial aid and material assistance to charitable organizations and causes."*

[www.apkcharities.org](http://www.apkcharities.org)



# MEET A MEMBER

## BCTV

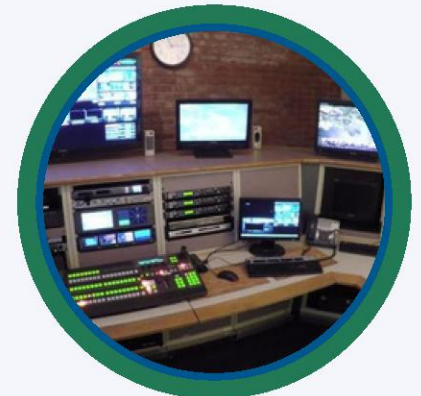


BCTV is proudly dedicated to serving Branford, Connecticut. As Branford Community Television, BCTV operates as a private non-profit entity, adhering to state and federal communication regulations. Their mission involves providing and overseeing local public access, governmental, and educational programming across three cable television channels, catering to their community of 28,000 residents. BCTV content is accessible to all Comcast subscribers in Branford, and since October 2008, it has been available to all Frontier U-Verse subscribers throughout Connecticut.

**Non-Profit Member since 2005**

*BCTV produces annual live, local election and debate coverage, televises town meetings, and operates a successful internship program for middle school, high school and college students.*

[www.branfordtv.org/](http://www.branfordtv.org/)





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# Ribbon Cuttings

## RIBBON CUTTING



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<https://bishopsorchards.com/>

Photo credit: Shoreline Pixels



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SHORELINE  
CHAMBER

## RIBBON CUTTING



Photo credit: Shoreline Chamber

### Gavin & Friends

69 Boston Street  
Guilford, CT 06437  
[www.sarahfoundation.org](http://www.sarahfoundation.org)

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## RIBBON CUTTING



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[www.proexteriorsct.com](http://www.proexteriorsct.com)

Photo credit: Shoreline Pixels



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## RIBBON CUTTING



Photo credit: Shoreline Chamber

### Lille Shoppe

23 Water Street, Unit 5  
Guilford, CT 06437  
[www.lilleshoppe.com](http://www.lilleshoppe.com)

A member of the:



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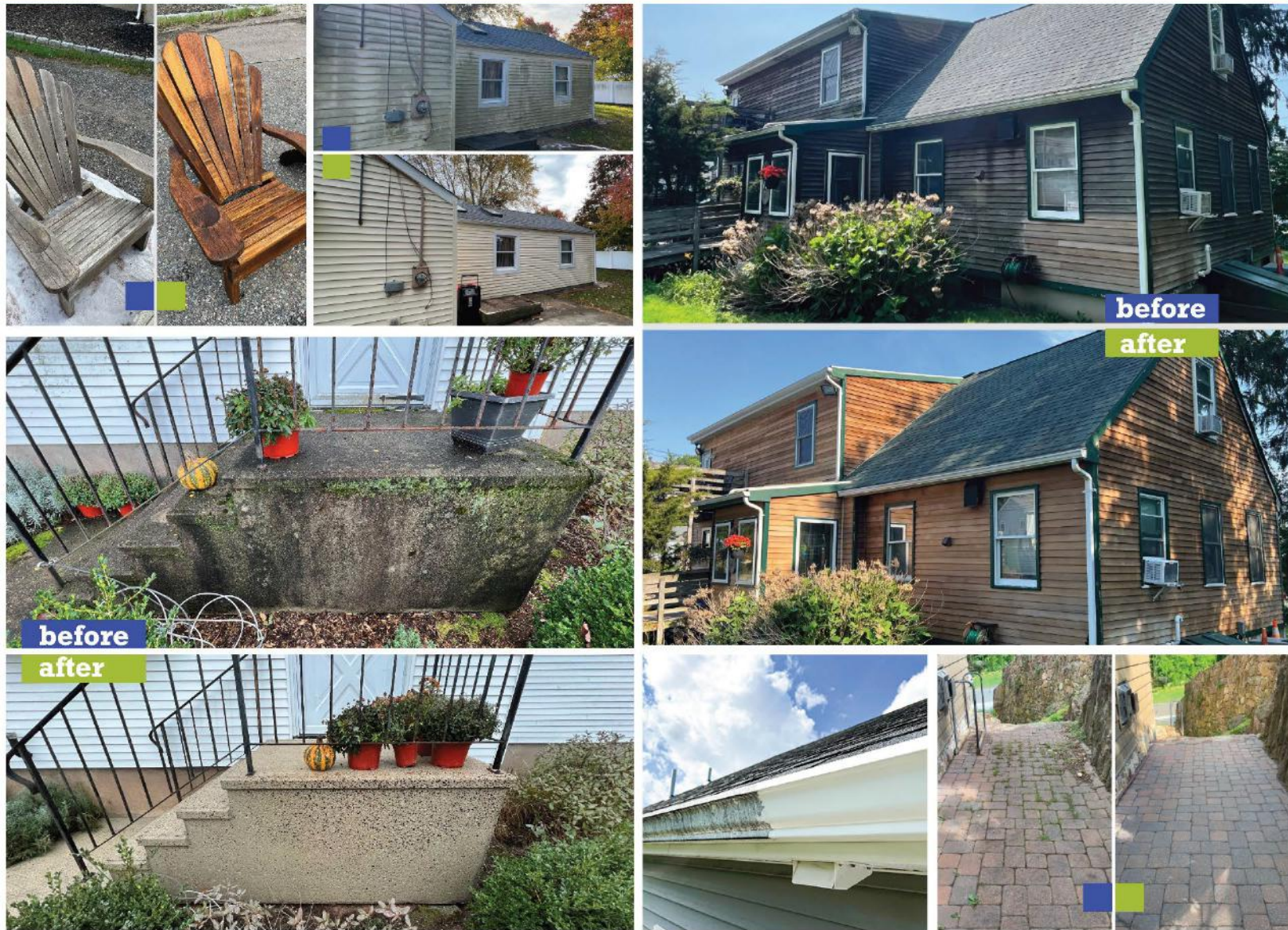
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for All Your Needs

<https://www.shorelinechamberct.com/list/>

Or search our 2024 Member Directory at the end of this issue



Branford, CT



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