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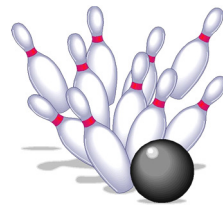
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## February 2016 Business Exchange

### Business Profile: Divine Orchid Florist

Beautiful flowers can add festive flair to any event. Floristry is the art of creating mesmerizing flower arrangements using varied styles to produce a result that is exceptional. That is exactly what each and every customer receives when purchasing an arrangement from **Devine Orchid Florist**. Breath-taking wedding floral arrangements, beautiful flowers for Mother's day, birthdays and "just because I love you" arrangements and more including an incredible hand-picked bouquet.

For more than 30 years this Connecticut-based florist has been providing its customers with unusual stunning floral arrangements for every occasion. Whether you want to surprise that someone special with beautiful roses on Valentine's Day, give the gift of get-well flowers or need festive holiday floral arrangements for the dinner table, the expert designers at Devine Orchid Florist will create just the perfect arrangement for you. The secret to their success is the very

talented floral designers...being extremely knowledgeable of their product, being very creative and always placing emphasis on the flowers themselves.

The state's leading floral and gift shop has been praised for its attention to detail using only the most elegant flowers which are always bought locally when possible to help the local economy. You can select arrangements from the Devine Orchid web-site online or head to their flower shop located in Hamden to have your floral arrangement or fresh cut flowerers customized to your need. If they do not have your preferred posies in house you can trust they will search far and wide until they are able to find exactly what you want. The staff at

Devine Orchid look forward to your visit allowing them get to know your likes and needs for the future and also becoming a part of the "family".

For your convenience every order is hand delivered throughout the state of Connecticut including

**free delivery** to Hamden, Cheshire and North Haven. If you're looking for an extra gift to accompany your amazing floral arrangement, Connecticut's leading florist also boasts a full gift shop starting with mouthwatering Godiva Chocolates, handmade gourmet apples and custom fruit baskets. Or maybe a unique gift from their premier collection of jewelry, art, birthday, wedding and anniversary gifts many which are done by local artist.

*Continued on page 2—*

### Welcome New Members!

#### Casey Storage Solutions

Todd Grady  
860-265-4480  
450 Putnam Avenue  
Hamden, CT 06517  
Self Storage

#### Comprehensive Pain Clinic, PC

Dr. Yasser Shaheen  
203-668-0583  
677 South Main Street  
Cheshire, CT 06410  
Healthcare

Referred by: **Roger Esmer**

#### DeMatteo Legal Solutions

Christopher DeMatteo  
203-691-6594  
2911 Dixwell Avenue, Suite 4  
Hamden, CT 06518  
Attorneys

Referred by: **Renee Sajda, ION Bank**

#### Freskos

Peter Vouras  
203-823-9951  
2323 Whitney Avenue  
Hamden, CT 06518  
Restaurant

#### Full Power Radio/Radio 104.1

Kerry Gill  
860-657-1041  
131 New London Turnpike  
Glastonbury, CT 06033  
Radio Broadcasting

#### Hands on Moving, LLC

Xavier Richardson  
203-937-2156  
196 Putnam Avenue  
Hamden, CT 06517  
Moving & Storage

Referred by: **Todd Grady-Casey Storage**

#### Made Rite Shade

Lisa Newman  
203-248-2211  
2348 Whitney Avenue  
Hamden, CT 06518  
Home Interior Décor/Window Treatments

#### Washington Memorial Funeral Home

John Iacobucci  
203-239-6000  
4 Washington Avenue  
North Haven, CT 06473  
Funeral Services

**WELCOME**  
new members



## January Business After Hours Wireless Zone Hamden



## The CURVE BUSINESS AFTER HOURS Hosted by: Aunt Chilada's



## Business Profile: Devine Orchid Florist, continued

Valentine's Day is just around the corner and is one of Devine Orchid Florist's favorite holiday. Along with many of their "favorites" such as a dozen beautifully wrapped roses for \$29.99 they will again be carrying their many specialty items. Chocolate covered strawberries, chocolate candy apples, those "special" Valentine's Day cupcakes which are all handmade by a local bakery and don't forget the

selection of adorable stuff animals, candles and much much more. They will also have a variety of exotic specialty flowers on hand for those whose choice will be a one of a kind bouquet. For all of you last minute buyers we will have extended store hours throughout the holiday. **Devine Orchid Florist** is located at: 3551 Whitney Avenue Hamden, CT 06518 We can be reached by phone at

203-535-1626, for your convenience please feel free to fax in your order to 203-745-3271. Please visit our website at: [devineorchids.com](http://devineorchids.com) If you place your Valentine's Day order before February 10<sup>th</sup>, you will receive a free box of valentine chocolate and free delivery. We deliver from Hartford to Waterbury to Fairfield county to Guilford and all towns in between.

## Chamber & Hamden Library to Host Seminar to help you find new customers!

The HRCC and the Hamden Library has partnered to offer Members a tool for sales research, lead development, area information, new homeowners, population, demographics, competitors, new business and much more. Join us on Tuesday, March 2nd



at Eli's for a luncheon and hear an informative presentation from Christine Smailys from AtoZ Database. AtoZ is the premier reference and marketing database. This simple, user-friendly, web-based solution provides details on every business and every household within the US. It contains information on 30 million

businesses, 2 million new businesses and over 220 million residents. Even if you are not a Hamden resident, all Chamber Members can have access to this database. Come learn how to search and increase your leads...you are just a click away. Space is limited, RSVP to [hcc@hamdenchamber.com](mailto:hcc@hamdenchamber.com).

## Committee News

### Governmental Affairs Committee

The Connecticut Business & Industry Association (CBIA), in preparation for the 2016 State Legislative Session, asked local Chambers of Commerce and other business associations to support their letter to state legislators, asking them to endorse a more business-friendly agenda. The Hamden Regional Chamber's Governmental Affairs Committee endorsed the letter. Please see attached in the Newsletter. We urge the Chamber's members to contact their representatives in Hartford, to encourage them to support CBIA's agenda. We

also encourage Members to join us and attend Connecticut Business Day on March 9th at 9:30 at the CT Legislative Office Building in Hartford. Let your voice be heard as we stand together with one voice...the voice of the business community!

**The Curve**-Young Professionals Committee will host their first morning networking event at Moon Rocks Gourmet Cookies on February 25 at 8:30am (see flyer inside Newsletter for more details). Save the Date also for March's Networking event at CFC Arena on March 9th.

**All CBN Group Networking & Open House** will take place on February 23 at Best Western Plus Hotel in North Haven from 5-7pm. Are you interested in being a part of one of the Chamber's 4 Business Networking Groups? Join us and connect with area professionals. There will also be an informative presentation from Alissa DeJonge, VP of Research from CT Economic Resource Center. This presentation will look at economic trends facing the greater Hamden region and beyond and whether these trends will continue in 2016. RSVP by calling 203-288-6431.

## Informational Session for Sicily 2016 Rescheduled Feb. 10th

We are excited to announce the next Chamber destination...Sicily, Italy on October 1st through the 9th in 2016 with Central Holidays. This exciting 9 day, 7 night trip is all inclusive including hotels, meals, day trips and airfare all

for just \$2,949. Want to learn more? The rescheduled informational session will be on **February 10th** at 5:30pm at the Chamber Office with Representatives from Central Holidays to review this wonderful trip of

a lifetime. Bring the family! RSVP your attendance to [hcc@hamdenchamber.com](mailto:hcc@hamdenchamber.com).



## The Side Bar by Joseph McDonagh - The Shortest Month?

T.S. Eliot might have felt that April was the cruelest month, but sometimes I wonder, did he ever experience, really experience, a New England February? Sure, he went to Harvard, but maybe winters in the early part of the 20<sup>th</sup> Century were milder? February may be only 28 days long, but in many years, it seems to go on well beyond 31. And this year, we are blessed(?) with an additional day. It's Leap Year.

Originally, there wasn't any February, nor a January, in the calendar. The Romans had a ten-month calendar, with an undifferentiated "winter" at the end of the year. Then, in the Eighth Century BC, Roman King Numa Pompilius added these two months to what had been a ten-month long calendar. And, according to [blog.dictionary.com](http://blog.dictionary.com), both January and February were originally 28 days; some time later, January grew, but February remained at 28. February is the most oddly named month; it's named after a Roman festival called *Februa*, when citizens were ritually washed. Before we in the English-speaking world adopted February, this month was called *Solmonath*, meaning "mud month."

Now, as for Leap Year: The problem we have, with our

standard 365-day year, is that what we call a "day" isn't quite 24 hours long. According to [Forbes.com](http://Forbes.com), it's about four minutes short, and it therefore takes us 365.24 "days" to orbit the sun. That's why we add a day every four years. But (yes, there is always another "but") that's just a bit too many days, because that one day every four years adds an extra 11 minutes to our year. So the rule is: Leap year occurs every year evenly divisible by four, except for any year divisible by 100, except for any year divisible by 400. Got it?

What February does give us is a day dedicated to love, Saint Valentine's Day. Saint Valentine (the original one; there are two others in the Roman Catholic Church as well) lived in Rome in the late third century AD, during the reign of Emperor Claudius II, also known as Claudius the Cruel (you have to figure, if you're brought before an emperor known as Claudius the Cruel, things aren't going to end well). Claudius was having a problem recruiting men for the army; too many were becoming attached to their wives and children. Claudius' answer was to ban marriage, which seems to me to be akin to confronting the problem of alcoholism by banning beer steins; we'll find some other means to satisfy our thirst. Anyway,

Valentine, a priest in Rome, defied the emperor and performed weddings. Claudius took offense, had Valentine imprisoned, and beheaded. The story goes that, prior to going to his execution, Valentine left a note for his jailer's daughter that read, "From your Valentine," thereby lending his name to the love notes that are exchanged on February 14. The tradition of sending Valentine cards goes back well into the Middle Ages; Chaucer, in his *Parliament of Foules*, wrote: "For this was seynt on Saint Valentyne's Day/When every foul cometh ther to choose his mate." Unfortunately, the Catholic Church was somewhat less than impressed with Saint Valentine's pedigree and authenticity, and dropped him from the ranks of official saints, in 1969. It hasn't stopped the Valentine's Day industry, though.

*Joe McDonagh is a writer posing as an independent insurance agent, and is a monthly contributor to the Hamden Regional Chamber blog. His interests include the Red Sox, healthcare, etymology, history and the cultivation of democracy. Joe is also a Board Member with the Chamber. His blog can be seen on [hamdenregionalchamber.com](http://hamdenregionalchamber.com) each month.*

## Member/Community News:

### Days Inn Hamden

Days Inn in Hamden is pleased to announce that they are now operating under the new name of Whitney Inn & Suites.



Sarika Patel is their new manager and encourages Members to visit their new website at [www.whitneyinn.com](http://www.whitneyinn.com)

### Hamden Community Service Award Dinner

Congratulations to Mimsie Coleman, Director of Arts, Recreation and Culture for the Town of Hamden for being honored as Hamden Citizen of the Year on January 30th. Mimsie has worked for the Town for over 20

years and had contributed to the creating of programs that has put Hamden on the map for cultural events. Each year the Summer Concerts, under the direction of Mimsie, has brought over 200,000 people annually to the Town. She has been recognized for her many accomplishments including the Chamber's Notable Citizen of the Year Award in 2008.

### Best Western Plus North Haven

Lisa Brewster of Hamden has joined the team at Best Western Plus North Haven Hotel as the Director of Sales. She formerly was employed as Sr. Sales Manager at the Courtyard by Marriott. Lisa comes to the hotel industry with over 15 years of sales and business development

experience.

### Animal Haven

The Animal Haven at 89 Mill Road in North Haven has a "Spread the Love-Donate" Program going on for Valentine's Day and in anticipation of kitten season. In particular, they've got a shout out for donations for; dishwasher and laundry detergent, bleach, paper towels, kong toys, grain free wet and dry food, blankets, towels, heating pads, kitten milk replacement, baby wipes, martingale collars and microwaveable bean bags. Donations can be dropped off any time. Please consider helping in any way.



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