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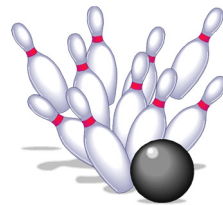
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March 2016 Business Exchange

Business Profile: Whitneyville Cultural Commons

Whitneyville Cultural Commons is proud to introduce ourselves to the regional Chamber of Commerce community. The name of our organization and business -- Whitneyville Cultural Commons (WCC for short) -- reflects where we are, who we are, and what we do.

We are located in the business district and urban neighborhood of Whitneyville in Hamden, with operations in both 1253 Whitney Ave. and 1247 Whitney right next door. Both of these buildings -- the National Historic-registered church and the 1920s era church house -- stand in a classic New England commons property overlooking beautiful Lake Whitney.

We are an inclusive center dedicated to the enhancement of culture in our community in many

aspects of our lives: how we work, relax, learn, and play; how we engage in our civic responsibilities and public lives; and how we celebrate our milestones with friends and family.

We enhance this community's economy in many ways, most obviously through our coworker program that offers workspace for independent entrepreneurs. We raise our standard of living through public events that attract people to Whitneyville and make it a more attractive place to live. We lift the level of discourse through partnership with organizations that take the lead toward positive change, and we provide beautiful spaces where



people spend meaningful and fun time dancing, talking, listening, making music, eating, sharing, and learning together.

For the Whitneyville Cultural Commons to function sustainably, we are organized as a Connecticut Non-stock Corporation with 501C3 charitable status through the Internal Revenue Service pending. This tax designation allows us to apply for grants, hold fundraisers, and request donations, and offers our donors and supporters a break on their tax burden in exchange for their generosity.

Continued on page 2—

Welcome New Members! Watch us grow!

Admire Dental of Hamden

Kimberly Berger
203-378-2760
2300 Diwell Avenue
Hamden, CT 06514
Dentist

CoFrancesco Agency LLC

Jennifer CoFrancesco
203-281-0011
2662 Whitney Avenue
Hamden, CT 06518
Insurance

Connecticut Financial

Warren Garceau
203-281-1122
2321 Whitney Avenue
Hamden, CT 06518
Financial Services

Referred by:

Edward Grant, K&J Landscaping

Cooper Law

Isaiah Cooper, Esq.
203-387-1595
79 Bedford Avenue
Hamden, CT 06517
Attorney

Premier Wine & Spirits

Anna Reis
203-272-0066
1029 South Main Street
Cheshire, CT 06410
Liquor Store

Sanford Street Mini Warehouse

Cheryl Gogliettino
203-248-2981
76 Sanford Street
Hamden, CT 06514
Self Storage

State Marshal Holly A. Bryk

203-676-3603
P.O. Box 4021
Hamden, CT 06514
State Marshal

The Cupcake Chick, LLC

Lynette Rosenberger
203-901-7981
1830 Dixwell Avenue
Hamden, CT 06514
Bakery
Referred by:
Marni Esposito, Moon Rocks
Gourmet Cookies

Whitneyville Cultural Commons

Robert Sheiman
203-780-8890
1253 Whitney Avenue
Hamden, CT 06517
Co Op Space/Event Facility

Wood-N-Tap

Jennifer Lamantini
860-206-6284
2100 Dixwell Avenue
Hamden, CT 06514
Restaurant

WELCOME
new members

February Business After Hours & Grand Opening Decor



The CURVE BUSINESS BEFORE HOURS Hosted by: Moon Rocks Gourmet Cookies



Business Profile: Whitneyville Cultural Commons

What being a non-stock corporation doesn't do is make us any less of a business than any other business in the region. We have employees who must get paid. We have bottom lines that must be met, and, like every other business, we need to make money -- not to enrich ourselves or our shareholders -- but to pay our bills, maintain our facilities, offer our services, and advance our mission which we believe has benefit to our community.

The genesis of Whitneyville Cultural Commons came through "1253 Whitney, LLC" formed by Tamberlaine (Laine) Harris, a Hamden local. Due to his close family association with the historic church, Laine could see the decline in attendance, the aging of the congregation, and the slow but steady deterioration of the beautiful church structures. It became obvious that the congregation could no longer maintain and support the property. Laine and

his wife Jennifer Brosious started to think, "What can we do to repurpose and revitalize this historic community property?" They came up with the idea of establishing a cowork center where solo entrepreneurs could launch their businesses, and to re-energize the space through a series of social and cultural events.

Something needed to happen quickly as the church's financial situation became dire so they put together a proposal to buy the property from the church using their own funds to start the renovations desperately needed to make the buildings usable. Although this decision effectively "saved" the church and prevented the loss of these important buildings and public park space, it has not been financially sustainable due largely to the enormous cost of restoring, upgrading, and maintaining the historic buildings.

Shifting from an LLC to a 501 (c)(3) will make it possible for the WCC to solicit support from our community to keep these buildings standing and open for myriad uses of value in our region. These aren't new ideas: the WCC is built on a vision shared by our ancestors when they built civic-minded spaces and community centers at the turn of the last century. Our ancestors understood that the stronger our communities are, the more appealing they are, and that's good for everybody's business.

Want to learn more about how your business and ours can work together? Stop in for a tour or attend one of our many social functions. You can find us at WhitneyvilleCulturalCommons.org, through email at admin@whitneyvilleculturalcommons.org, or give us a call at 203-780-8890.

Save the Date! Annual Golf & Charity Tournament on June 13

Think Spring...think Golf! The Chamber is gearing up for its Annual Golf & Charity Tournament plus Tennis Challenge on Monday, June 13 at the Farms Country Club in Wallingford. This event is presented once again by Toyota of Wallingford with a portion of the proceeds benefiting Make A Wish Connecticut. For four years, this Tournament has raised significant funds to bring a local child's wish come true and we can't wait to make it happen again!

This year we are adding another fun element for those who are still learning the game and would like to be a part of this great cause. We are looking forward to organizing our first Golf Clinic at the Tournament. This will give you the chance to learn from Golf Professionals, practice and then join us for the reception, dinner, raffles and networking. Of course our friends at Toyota Oakdale Theatre



will be back offering two concert tickets for each player. Early registration is open! Visit the Chamber's website at www.hamdenregionalchamber.com

Business & Community Expo....will you be there?

For 12 years, the Chamber's Business & Community Expo has been the premier event for increasing visibility for local businesses. Our goal is to give businesses as much traffic to showcase your products and services to the community to

build new connections and referrals. This year, we anticipate a higher attendance from increased activities for families throughout the day. Save A Suit will join us once



again to provide Veterans suits for job interviews. Visit the Chamber's website to register. Booth spaces are filling up fast. Visit hamdenregionalchamber.com for more information or see the attached flyer.

The Side Bar by Joseph McDonagh - In Like a Lion

March is a month of significant dates. In any month of March, there's March 14 (Pi Day), which last year carried more significance because Pi, taken out longer, is 3.1415 -- thus, March 14, 2015. And this year, March 14 is, for Orthodox Christians, the first day of Lent. March 15 is of course the Ides of March. There's March 17, St. Patrick's Day. And March 20 is the Vernal Equinox, the first day of Spring, falling this year on Palm Sunday. The following Sunday -- I suppose I should point out, only in the Western Church, not for Orthodox Christians -- is Easter. It would take me way too long to explain why Orthodox and Western churches don't celebrate Easter on the same day.

Every month has an Ides, not just March. The Roman calendar included months of 28 or 30 days, more or less like ours, but their months were timed to coincide with the phases of the moon. The first day of the month coincided with the new moon, and was called *calends*. The first quarter moon fell on the fifth or seventh day of the month, and was called *nonas*. And the ides of the month fell on the 13th or 15th day, around the time of the full moon. But the Ides of March was special (even before Julius Caesar's problems), because March was, in the Roman calendar, the first month of the year, so the Ides of March was the first full moon of the year. (Remember, that's why they are called September, October, November,

and December, the seventh through tenth months of the year by their names per the Roman calendar). In fact, one of the things that prompted Caesar's assassins was his decision to change the calendar, making January the first month of the year, and adding ten days to the 355-day calendar, in 46 BC, two years before he was assassinated. Caesar did that by proclamation, and it wasn't a popular decision.

Around the Ides of February, in 44 BC, the soothsayer Spurinna told Caesar that he'd found a very bad omen, a bull without a heart. Most believe that Spurinna was engaging in poetic license; a good soothsayer was essentially a good gossip, someone who had his ear to the ground, and there was plenty of grumbling about Caesar's dictatorial ways. Nor was it quite clear why a bull without a heart necessarily meant trouble for Caesar. Spurinna didn't warn Caesar about the Ides of March, he simply warned him that the next 30 days might be dangerous. The date-specific "beware the Ides of March" prophecy was poetic invention, by William Shakespeare.

But Caesar was indeed assassinated on the Ides of March, 44 BC; the conspirators included Cassius (the fellow about whom Caesar says, in Shakespeare, "Yon Cassius has a lean and hungry look; He thinks too much, such men are dangerous"), Brutus ("et tu, Brute!"), and Decimus. According to Barry Strauss, author of *The Death of Caesar*, it wasn't Brutus who

betrayed Caesar, but Decimus. Decimus was Caesar's closest friend, had dined with him the night before his death, and it was Decimus who persuaded Caesar to leave his house that morning, against the wishes of Caesar's wife, Calpurnia. Brutus was central to the conspiracy, but it wasn't his betrayal that was most surprising. By the way, no, Caesar never did say, "Et tu, Brute!" In fact, Strauss is pretty sure that Caesar fought back, fiercely, before succumbing. More surprising, and more central to the murder, was Cassius; it was he who spoke to Brutus, early in *Julius Caesar*, encouraging Brutus to join him in the conspiracy to kill Caesar. "Men at some time are masters of their fates/The fault, dear Brutus, is not in our stars, but in ourselves/That we are underlings." Cassius was complaining about Caesar's imperial actions, perhaps including that calendar revision business, and the lack of will to confront Caesar. I guess we can be grateful that we don't have friends like Brutus, Cassius, and Decimus.

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 each month.

Member/Community News:

Hamden Senior Wish Society
The Hamden Senior Wish Society will be holding a fundraiser on Tuesday, March 8th from 5:30-8:00 at Eli's on Whitney, 2392 Whitney Avenue. Enjoy drink specials, half-price appetizers and a chance to win great raffle prizes. All proceeds go directly to Hamden seniors in need.

Town of Hamden Economic & Community Development
The Town of Hamden will hold a Financial Services/Insurance Cluster meeting on Thursday March 10 at 9am in the 3rd floor conference room at

Government Center, 2750 Dixwell Avenue. Cluster meetings are designed to set an agenda for important segments of the economy, for the Town to put into action programs and services that help you meet you and your customers needs. In the last several months, the Town has held Real Estate, Health Care, Workforce and Solopreneur Cluster meetings. The outcomes of those meetings were really interesting and helped to provide a list of things to do to help them going forward. The agenda for the

March 10 meeting is yours to discuss ongoing needs for your business and clients. The Town would like to use this meeting to set an agenda for the rest of 2016. The Legislative Council recently approved a new long range plan, which includes several business incentives and services that you should be aware of for your potential use.

Seating is limited, to register email Sharon Regan at SRegan@Hamden.com



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