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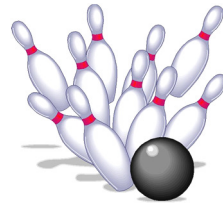
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May 2016 Business Exchange

Business Profile: Total College Logic

CollegeLogic- we're saving parents thousands on college costs; our students win admissions into their preferred colleges; our athletes land a real opportunity to play college sports.

Successful outcomes in the college process most often falls on the shoulders of parents. Getting it right depends on what you know, or don't know. Get it right and you will proudly talk about it forever. Make the common mistakes of others and you will dodge the topic forever. Here are some of those common mistakes, which we refer to as "fallacies."

5 Fallacies Costing Students Their Admissions

- Credentials for GPA and SAT/ACT scores are all you need for winning acceptances
- Submitting several applications will result in sufficient acceptances
- It doesn't matter when you apply as long as you get in under the deadline
- "I don't have to know my interests for studies yet, rather, I will

discover them while in college."
-College admissions will treat your application strictly on its own merits

5 Fallacies Costing Parents Thousands

- There is nothing I can do about the rising cost of college
- I don't need to file the FAFSA since I don't qualify for financial aid
- The financial-award package is the college's "final offer"
- We have to be willing to pay the price to attend our preferred college
- I can't say "No" to my child; I will find a way to pay
- 5 Recruiting Fallacies Derailing Athletes**
- Recruiting begins on the field
- Email blasts to college coaches will get the interest of coaches that you need
- Non-response to emails sent to college coaches means they don't



have an interest
-Being an all-conference high school player is the ticket to becoming a college athlete
-I don't have to worry about the admissions process, the coach will take care of that

If these seem typical to you, then you are right. They are typical, but they are also wrong. And that makes them a fallacy. This is why we created **CollegeLogic**, to help parents better understand the college process for getting the college outcomes they desire.

CollegeLogic is a comprehensive, interactive system for learning the college process; designed to help students and athletes create their own advantages for winning admissions, earning scholarships, playing college sports, and for parents, saving thousands on college costs.

Welcome New Members!

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Eric Greene
203-292-8583
2321 Whitney Avenue
Hamden, CT 06518
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203-239-6652
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1952 Whitney Avenue
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Home Health Professionals Network

Rita Winston
203-543-9679
2529 Whitney Avenue
Hamden, CT 06518

New Haven Sign Company

Peter Deyo
203-484-2777
264 Morse Street
Hamden, CT 06514
Referred by: Jack Charlow, People's United Bank

No. Haven Health & Racquet

John Brown
203-239-5665
100 Elm Street
North Haven, CT 06473
Referred by: Karen DelChiaro, Delta Marketing

Paws 'N Effect

Kathleen Shea
203-281-7150
36 Corporate Ridge
Hamden, CT 06514

The Salvation Army New Haven Citadel

Charles Adams, Captain
203-624-9891
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Referred by: Ray Andrewsen, AM1220 WQUN

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April BAH
Best Bites & Brew and
Dessert Too Contest at the
BUSINESS EXPO



Business Profile Continued: Total College Logic

The **CollegeLogic System** comes complete with an extensive Parents Resource Center. We have analyzed every step of the college process and have it available for you. You will quickly gain an improved level of knowledge and understanding for creating your own advantages.

If having a strategic plan for winning admissions, earning

scholarships, playing college sports, or just saving thousands on college costs interests you, then we can help. In short time, we can help you get ahead in the game from a position of strength and knowledge by delivering to you a personalized college list, detailed college analysis, and custom college timeline. You will be geared up and ready to implement the plan. You will feel comfortable and relieved in your

approach to finding the right college fit for your child, at the right college cost for your budget, while securing the right outcomes for all. We offer a free consultation and college review to all **Hamden Chamber members**. Email hans@mycollegelogic.com to request your free consultation. Visit our website to see how we do it-

EXPO 2016 - Connecting Businesses to the Community



Mascot Wars Winner
Albertus Magnus College



Save-A-Suit



Expo Vendor:
Small Talk Salon



Expo Vendor: Paws N
Effect-Therapy Dog Visit



Art Contest from
St. Stephens School



Best Bites Winner
JJ's Italian Kitchen



Best Dessert Winner
Kelly's Cone Connection



Best Brew Winner
Stony Creek Brewery

Health & Wellness Council presents "This Is My Story"

The Hamden Regional Chamber of Commerce Health & Wellness Council presented "This is my story" on April 13th & April 27th, at Benchmark Senior Living at Hamden, were very well received by community. The video of participants living at home, in assisted living, attending adult day care or in a skilled rehab center & their caregivers was very touching as they shared their lives transitions to needing care. The panel discussion was very heartwarming as well as our participants spoke from the heart on how these changes affected their lives. We were thrilled to have Jocelyn Maminta to emcee on April 13th & Ray

Andrewsen on April 27th. Thanks to Ron Kochman and the Amity High School students who volunteered to video our participants. Special thanks to Jacquelyn Gauline, Executive Director of Benchmark for editing the video!
A heartfelt thanks to committee members that worked so hard on this event: A & D Home Health Solutions-Jeremy Buchholz, American Medical Response -Kevin Guptil, Atria Larson



Place-Peter Francis, Diane Sullivan, & John Ardolino, Benchmark Senior Living at Hamden-Jacquelyn Gauline, Mary Degennaro, Michelle Genovese, Clelian Adult Day-Mia Criscuolo, Connecticut In-Home Assistance-Kim Vertrees, Nelson Ambulance-Mark Lesage, Hamden Regional Chamber-Meegia Wojcik, Hamden Rehab. & Health Care Center-Betty Wetmore & Joseph Varipapa, Lifetime Care at Home-Pam Holt, VNA Community Healthcare-JoAnn Begley, Whitney Rehabilitation Care Center-Josephine Marra

The Side Bar by Joseph McDonagh - It's All About That Cheese

There might, oddly, be no more American dish than macaroni and cheese. And yet, quite obviously, its origins aren't American, but Italian. Or French. Okay, European.

Let's start with the origins of pasta, and the famous story that pasta was introduced to Italy by Marco Polo, who brought it back from China. Well, maybe not. There are references to a kind of pasta, cooked by boiling, in a section of *The Talmud* written in the Fifth Century AD. Some suggest that during the Arab invasions of Sicily (in the 7th, 8th and 9th centuries) pasta was introduced to Italy. Marco Polo, who returned from China in 1295, had described some Chinese noodles as being like *lagana*, a Roman word that describes a noodle made from wheat.

The name *macaroni* comes from a Sicilian term for kneading forcefully, with energy. The making of pasta was typically a daylong effort, with the dough being kneaded with the feet.

The first known recipe for macaroni and cheese dates back to 13th Century Italy. A recipe called "de lasanis" appeared in *Liber de Coquina (Book of Cooking)*, using fermented dough cut into

two-inch squares, cooked in water, and tossed with grated cheese. A French cookbook from the 14th century, *Forme of Cury*, offered a dish called *makerouns*, which combined (according to food52.com) thin pastry dough, cheese, and butter.

Many suggest that Thomas Jefferson should be credited with bringing macaroni and cheese to America. In 1787, returning from France, Jefferson brought back a pasta machine, which he felt he could improve upon. It appears that he (or his cousin, Mary Randolph, who served as hostess while he was president after his wife died) served macaroni and cheese at a state dinner, while he was president. A guest at the time (according to www.thenibble.com) reports that he was served "a pie called macaroni," which was probably the baked version. But – and here is where the story gets even more interesting – it is quite likely that the chef who actually created this dish for Jefferson while he lived in Paris was James Hemings, one of Jefferson's slaves and brother to Sally Hemings, believed by many to have been the mother to a number of Jefferson's illegitimate children. James Hemings was freed by Jefferson in 1796, but one condition of

obtaining his freedom was that James train his brother Robert to replace him as chef in the Jefferson household. It was no doubt Robert who actually prepared the "pie called macaroni" in 1802. Yet it was Mary Randolph who was credited with the recipe; in 1824, Randolph published *The Virginia Housewife*, which included her (or Heming's?) recipe for "macaroni and cheese."

Whatever, we are blessed in the Hamden area with a number of restaurants that offer their own marvelous macaroni and cheese dishes. At the recent 2016 Hamden Regional Chamber of Commerce Expo, Eamonn Ryan's The Playwright offered his delicious lobster macaroni and cheese (Cellentani pasta and cheddar cheese parmesan cheese sauce). Mickey's Restaurant offers, on his bar menu, "Mickey's Macaroni & Cheese," featuring Swiss, Cheddar, American, and Parmesan cheeses. Eli's on Whitney has two versions, one with pulled pork, one without. Side Street Grille offers their Steve Jobs Fired Mac & Cheese; and new to Hamden Wood n Tap offers a great Mac n Cheese dish. There are probably many more, so go ahead, indulge a little!

Member/Community News:

ISG Software Group now offers Owncloud Open Source file sharing. In addition to website hosting, hosting for Zimbra Collaboration Suite email, various CRM applications, and xTuple/Postbooks accounting and manufacturing ERP, Owncloud file sharing is part of ISG's suite of hosting services.

ISG is a full service software, website, and hosting company, specializing in Open Source business solutions since 1998. We are a local hosting provider with local support, not a reseller: ISG is the cloud that you can visit! Our data center is located at our owner occupied facility in Wallingford. If you have an application you'd like to move into the cloud, chances are ISG can provide a secure, robust and cost-

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Bauer Law Group
Hamden's Clean & Green Commission is tasked with selecting one Hamden business each year to honor their

dedication to making Hamden a greener place to live. Attorney Bauer was presented with the Orchid Award at this year's Earth Day Celebration by the Mayor's office. Bauer set up her business in Hamden in 2007. Since that time, the business has grown and she has reinvested back into the town by acquiring and renovating two commercial properties. Her most recent project connects the two commercial buildings creating a bridge. In addition to the complete renovation of both buildings, she also dramatically changed the landscaping to create desirable curb appeal. "The town supported this project. Acquiring all of the necessary permits was seamless. I am grateful that Hamden has fostered the development and expansion of my business."



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