

AVON WOMEN ENTREPRENEURS SEPTEMBER 19, 2017- MINUTES

Introductions

HOST: Annette DiClemente and Bill Selig, Bill Selig Jewelers and Selig The Studio and Gallery

They believe in “Beautiful gems simply set.” Bill is going to Antwerp to seek out diamonds in October, including looking for diamonds specifically requested by customers. He located the store in Simsbury because that is where his father worked.

They make custom jewelry and they restore/restyle jewelry as well as sell and repair watches. They are affiliated with the American Gemological Society as well as an association of independent jewelers. The Studio offers unique gifts.

They are thrilled to have joined the Avon Chamber, and they are also members of Simsbury and Windsor Chambers. Bill is also a Rotarian. He believes in giving back to the community, and the Healing Meals fundraiser held in June raised \$16,000.

SPEAKER: Charmaine Seavy, CV Media

Charmaine started in advertising media at age 16. She attended journalism school.

CV Media seeks to get their clients the biggest bang for their media bucks. She finds that frequently people don't really know what they are getting when they buy advertising. Anyone can sell advertising since there is no licensing or certification required. When buying, you need to know what measures exist to show the results you might reasonably expect—circulation, reach, how many printed. Watch out for people trying to sell you advertising through social media, online and telephone calls.

She deals with all kinds of media. It is constantly changing and evolving. It is important to make sure you get what you pay for. Start by asking for the information you need to assure you reach your target audience whether through TV, Cable or Radio. You are paying for impressions. Online that means how many people go to the site each month? In print, especially good for reaching older consumers, it is circulation. Outdoor advertising boards don't tell your story and tend to be expensive. With respect to radio, it has a very broad reach but if your target audience is in a small geographic area, radio is probably not the right choice for you.

There are good qualified companies specializing in using social and online media advertising—Avon Chamber member Red Barn Consulting is an example. One advantage of using online advertising is that you can really target the people you most want to reach right down to individual Zip Codes. Online, you can target people using apps which serve ads based on age, sex, location, income, etc. You can also geofence your competitors to draw their customers to you.

CV Media helps clients choose the right advertising for what you want to accomplish. In addition, they help you assure consistency of message over time while keeping your name out there.

Annette DiClemente says hiring CV Media has reduced her stress in part because she refers people trying to get her business to Charmaine. This has actually reduced the number of calls she now gets.

BUSINESS:

AWE Meetings are scheduled through the remainder of 2017:

- **October 17th – Host Avon Health Center; Cooking Demo by Celeste Borelli, CT Kitchen and Bath**

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- **November 21st** – Host **Shihan Skin Care** at **Avon Old Farms Hotel**; **Holiday Showcase** – if you want to display your wares you may.
- **December 19th** – Host **Sharing the Light Wholistic Center**; **Speaker Tim McCarthy, CPA/US Wealth** on Year End Tax Planning

For 2018:

- **January 16** – Host and Presenter **PAFY** at **Residence at Brookside**
- **February 20** – Host and Presenter **Hands on Therapy**
- **March 20** – Host **Apple Rehab** (on Scoville Road), **Presenter Ruby Ribbon**
- **April 17** – Host and Presenter **Rushford**

ACOC Announcements & Events

- **Wednesday, November 1, 5:30 pm to 7:30 pm** – The new ACOC Health Council will hold a public event at **Avon Free Public Library** to introduce businesses by type.
- **Saturday, November 25 – Small Business Saturday** – The Marketing Committee is promoting member businesses. All members need to do is offer something that will only be available to customers on that one day. Offers will be promoted to members and the public in the press, social media and on www.avonchamber.com.
- **VYBE's** next meeting is at **E&D Pizza**
- **Tuesday, September 26, Lunch Networking, 12:00 pm** at **Cugino's of Farmington** (and the 4th Tuesday of each month going forward)

Member Announcements:

- **Saturday, November 18, Avon Health Center** is holding their annual crafters event. Contact Rene Lacourciere.
- **Dr. Jeanne Folks, CT Psychotherapeutic Center,**
 - November 4th – Trauma focused applications
 - November 7th – Tapping Prayerfully
 - Reminded the group about Green Houses of Worship which is an interreligious eco-justice network. It is a 3-tiered environmental stewardship program aimed at getting houses of worship to go as green as possible and to encourage their parishioners to do so as well. In connection with this, Jeanne is co-authoring a book, *Poetry and Prayers for the Planet*. She is looking for submissions of poems about the earth.

Bill Selig Drawing - \$50 gift card won by **Susan Levine, Women Reshaping Lives**. Every participant also received a jewelry polishing cloth and the opportunity to have jewelry cleaned.

--Joanne Beers