

Business news

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Business

The Hour

SATURDAY, MAY 5, 2007

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IN BRIEF

Wilton Magazine

acquired by Mill River

FAIRFIELD — Mill River Media Group, publisher of Fairfield Magazine, has acquired Wilton Magazine from Town Green Media, LLC. At the same time, MRMG appointed Jeffery Pipes Guice to the position of group publisher overseeing both publications.

The acquisition is effective with the July/August issue of Wilton Magazine, which will continue its sales operations from Wilton Center. Fairfield Magazine will continue operations from its current Post Road location in Fairfield, while production and finance will be consolidated.

In a related announcement, Deborah Owens, editor of Fairfield Magazine, was named editorial director for Mill River Media Group publications.

Women's Business

Conference is set

UNCASVILLE — The 2007 Women's Business Conference and Expo, "Business & You," will be held from June 11-13 at Mohegan Sun Convention Center.

Early registration is recommended, www.twbc-ct.com, for three days of creative events designed to nurture the business and personal growth of women of all ages and backgrounds. There will be 19 workshops and specially-structured "Get Connected" networking receptions to ensure that all attendees make substantial contacts.

The conference will feature Susan Bysiewicz, Connecticut's secretary of the state; Dr. Betty Spence, president of the National Association for Female Executives (NAFE); Marilyn Johnson, vice president IBM market development; and Marilynn Malerba, vice chairwoman of the Mohegan Tribal Council.

Workshops will include: "Venture Capital and How to Find Angel Investors," "Technology - Your Partner for Success," and a panel of men sharing insights on "What Men Want Every Business Woman to Know."

"Breakfast with a Purpose" will provide attendees with a one-on-one critique of their business proposal. Aetna will present information on its \$50 million initiative for women and minority-owned businesses.

A conference package of \$695 is available that includes meals for three days, "Breakfast with a Purpose," 19 workshops, Expo, business fashion show, three panel discussions, wine tasting, Pajama Party — Girl Talk, Gala Reception and Dinner and three Networking Get Connected Receptions. Hotel reservations for a special rate of \$169 per room per night at Mohegan Sun must be made by May 25 by calling 1-888-226-7711.

HR group will meet in Darien

DARIEN — The Southern Connecticut Chapter of the Society for Human Resource Management will hold its May lunch meeting at 11:30 a.m. on Tuesday, May 15, at Giovanni's the Water's Edge. The speaker, Nancy Widmann, former president of CBS Radio, who will talk about smart strategy and political savvy to control and direct success in business.

Each attendee will receive a copy of Widmann's book, "I Didn't See It Coming," compliments of Merrill Lynch.

Cost for the program is \$35 for chapter members, \$50 for nonmembers and \$15 for student members. There is a \$5 surcharge for walk-ins. Reservation deadline is Friday, May 11. Contact Dorota Bussey at (203) 321-4239 or email DBussey714@aol.com.

Cafero pushes Republican budget to Chamber

By **CHRIS BOSAK**
Hour Staff Writer

NORWALK — Larry Cafero insists there is a way to create a state budget that is responsible, fair, will maintain current government services and make key investments in Connecticut's future in terms of education, health care, energy and economic growth — all without raising taxes.

House Minority Leader Cafero, R-142, touted the House

of Representatives Republican plan to the Greater Norwalk Chamber of Commerce's Government Affairs Committee during a breakfast Friday morning at the Norwalk Inn and Conference Center.



Cafero

"My caucus thought that the budget was really approaching crisis level," Cafero said. "We thought it was our obligation to create a third option. It was important that we put together a budget that did not raise taxes — if we could."

There are now three budgets under negotiation: Gov. M. Jodi Rell's, the Democrats' proposal and the House Republicans' budget. The governor's and Democrats' proposals each raise taxes, Cafero said.

Cafero also urged the business leaders present at the breakfast meeting to take a stand to support one of the budget proposals.

"The timing of this is gigantic. The budget is in its negotiation phase right now," Cafero said. "You have a voice in the creation of the budget. I really believe that. This budget has already had an impact, but they (legislators) need to hear from you. Now there are three choices. Study them, form an opinion

and let your voices be heard."

A budget should be decided upon by June 6 when the legislative session ends.

The House Republicans' "No Tax Increase" plan would avoid raising taxes by not underestimating state revenues, thereby creating a surplus. Since 1993, only three times has the state's budget revenue forecast been overestimated. Two of those

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BUSINESS PROFILE: SOUND FOOT CARE CENTER OF CT

Business Name: Sound Foot Care Center of CT
Address: 148 East Ave., Suite 2H
Telephone: (203) 866-7686
Contact: Harris Greenberger
Owner: Harris Greenberger
Number of Employees: 2
Number of locations: 1

Primary business function/product or service: Sound Foot Care Center of CT is a patient-centric facility dedicated to providing total foot wellness.

"Our goal is to provide exceptional medical care as it pertains to the feet and to integrate it into our clients overall health, wellbeing, and lifestyle," Dr. Greenberger said.

Dr. Greenberger provides care to people who suffer from diabetes, performs cosmetic and restorative foot surgery, and works with active individuals and athletes to correct and improve their function and mechanics. SFCC also offers aesthetic treatments to those who would like to improve the cosmetic appearance of their feet.

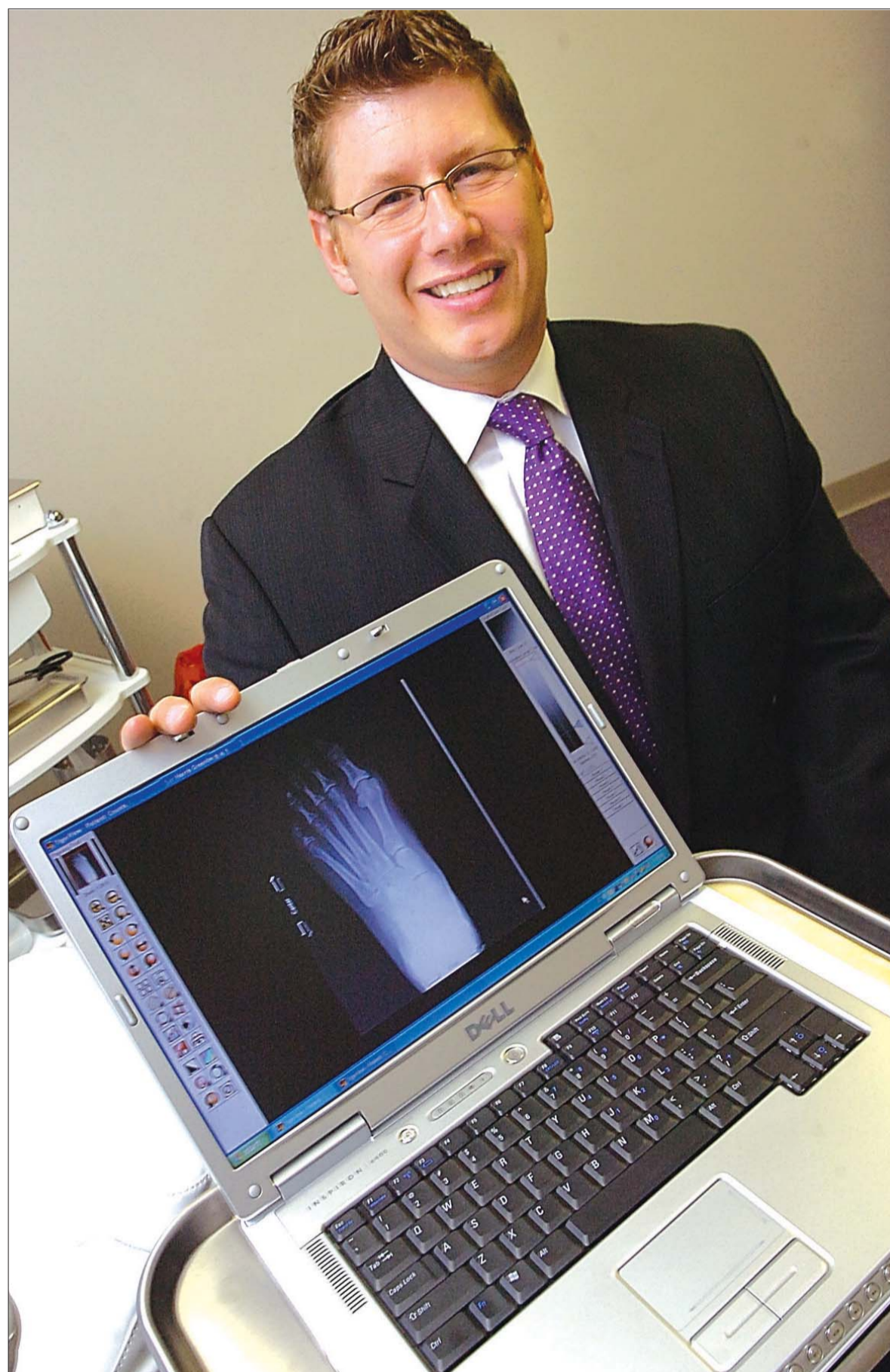
"In response to customer demand, we are expanding into microdermabrasion for the feet just in time for summer and sandal season," he said. "We combine innovation and integration to customize solutions for our patients' needs."

"At SFCC we work hard to make accessing medical care convenient and around our clients' schedules," he added. "We believe in being accessible and available for all of our patients' needs. We offer late hours and Saturday appointments to accommodate the busy lives of our patients. At SFCC we also believe in networking with our patients' other physicians to maintain the continuity of their care and to ensure the success of their treatment. The experience at SFCC is professional, friendly, and personal."

Brief Business History: Dr. Greenberger has been in business for eight years as a practicing podiatrist and Board Certified foot surgeon in Norwalk. He is a Fellow of the American College of Foot and Ankle Surgeons and is a medical staff member at Yale University.

As a Norwalk native, Dr. Greenberger returned to his community of origin to give back in a manner that was fulfilling and meaningful. Sound Foot Care Center of CT is the culmination of wanting to be able to address the serious needs of his patients and touch their lives in a significant way.

Greatest accomplishment: "My greatest accomplishments are the preservation of feet and legs



Hour photo / MATTHEW VINCI

Harris Greenberger of Sound Foot Care Center in Norwalk.

in my diabetic patients," he said. "I remember one challenging case where it had been determined that a leg amputation for a particular patient was inevitable due to infection and poor circulation. However, I partnered with a vascular surgeon and, after a number of operations, we were able to save his leg. Today, he is

walking on two feet."

Company's guiding philosophy: The foundation of SFCC is an unwavering commitment to offer patients exceptional medical care in a setting where they feel important, taken care of, and appreciated through a customized approach to their needs. The company's vision is to have

our patients return to those things they enjoy in life standing on the feet they deserve.

Complete this thought: This is a great business to be in because ... "I can make a difference in someone's life, take away their pain, and have an immediate impact on their overall well being."

Don't live like the grasshopper, plan for the future

It is an absolute mathematical certainty that you can eliminate your debt and reach your financial freedom goals much faster than you ever imagined. Best of all, you can do it all on your current income. There is no need to beg the boss for a raise, get a second job, win the lottery or live on bread and water.

If you dedicate yourself to following a few simple principles, you can retire a millionaire. Make a commitment to avoid creating any debt and focus the money you currently allocate for debt payment on those obligations until you are debt free.

Sounds pretty effortless,

doesn't it?

Unfortunately, creating debt has become a way of life for most people. When one obligation is paid off, a new debt is created to replace it. If you want to change your life and ensure a secure future, you must break the cycle of creating new debt when old ones are paid off. Financial freedom isn't about buying "things," it's about owning your life and your future and not letting your creditors own it for you.

The future can look very bleak if you depend on other people to take care of your future finances. More and more private companies can't meet their obligations to those aging

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out of the work force and 73 percent of the population, ages 30-49, and are worried about not having enough money for their golden years.

It is a legitimate concern that your employer may go bankrupt or merge with less friendly companies, putting your pension at risk. Don't get me wrong, I'm not intending to

scare you; I'm just trying to impress upon you that ultimately, it's up to you to preserve your financial future through things such as making better choices when spending and differentiating between ones "wants" and ones "needs."

Obviously, shrinking 401(k)s, the uncertainty of Social Security, and underfunded pensions are threatening the safety net for many people who no longer believe their rock-solid retirement benefits will be there when they need them. For those who have never had traditional pensions to count on, the situation is even bleaker.

If you are going to be comfortable during your golden

years, you will have to take control of your own destiny. Somehow you need to eliminate your debt and begin a serious savings and investing program.

Do you remember Aesop's fable about the grasshopper and the ant? Kind of reminds me of that movie I've watched over a hundred times with my kids and still enjoy, "A Bug's Life." During the warm plentiful summer days, the grasshopper sleeps and eats and enjoys the good life. He doesn't have a concern for the future because he believes life will always provide all of his needs — that the good times will last indefinitely.

See **DON'T, C2**