

Our history. Your story.

SOUTHBURY

CONNECTICUT

SOUTHBURY BUSINESS UPDATE

February 12, 2021

“Perseverance and spirit have done wonders in all ages.” ~ George Washington

Local

Hire Yourself: The Essentials to Become an Entrepreneur

The Economic Development and Parks and Recreation Departments of Southbury are co-hosting a training series on how to become an entrepreneur. “Hire Yourself: The Essentials to Become an Entrepreneur” is an eight-part series and will be held from mid-March through April via Zoom. It will teach participants how to produce or acquire an original product or service at a price that will allow them to compete in the marketplace.

A free, one-hour introduction to the course, led by Jack Lander, will take place via Zoom on **February 22, 2021** at 7pm. To register for the free introduction go to: www.southbury-ct.org/Hire-Yourself. The full course will then be available by separate registration, through the Parks and Recreation Department at <https://southbury.recdesk.com/Community/Program>.

Southbury resident, Jack Lander is an entrepreneur, an author, and an inventor with 13 patents. His most recent business has been one-on-one mentoring of inventors and startup entrepreneurs. During the past fifteen years he has witnessed the successes and failures of many small startups. These experiences and his own form the basis for his new book, “Hire Yourself, the Startup Alternative”. An e-book will be included for the participants of the course, with printed copies by request.

For questions regarding the training contact Southbury Economic Development Director, Kevin Bielmeier at: ecodevdirector@southbury-ct.gov and 203-262-0683, or Dan Liddi, Recreation Supervisor at parkrec5@southbury-ct.gov and 203-262-0633.

SBA's Southbury 2021 Winter Restaurant Promo

Keep those receipts coming! Each week two winners are drawn. Next drawing is Tuesday, February 16th at 10am at <https://www.facebook.com/SouthburyBiz>
All entries will go into the Grand Prize drawing(s) on March 22nd



The poster features a blue background with a faint pattern of snowflakes. At the top left is the Southbury Connecticut logo with the tagline "Our history. Your story." At the top center is the main title "SOUTHBURY'S 2021 WINTER RESTAURANT PROMO" in a bold, blue, sans-serif font. To the right is the SBA logo. Below the title is the slogan "EAT, CLICK, SUBMIT, WIN" in a large, white, bubbly font with a blue outline. A white horizontal bar contains the dates "JANUARY 11 - MARCH 21" in a blue, sans-serif font. Below this bar, the text "Win Restaurant Gift Certificates to Enter Visit" is centered, followed by the URL "SOUTHBURY-CT.ORG/WINTER" in a large, blue, sans-serif font. The bottom section contains details about supporting restaurants, COVID-19 guidelines, and the rules of the promotion. At the very bottom are the logos for Southbury.com and Union Savings Bank.

SOUTHBUURY'S 2021 WINTER RESTAURANT PROMO

EAT, CLICK, SUBMIT, WIN

JANUARY 11 - MARCH 21

**Win Restaurant Gift Certificates
to Enter Visit
SOUTHBURY-CT.ORG/WINTER**

Support Our Restaurants by Ordering Curbside Pick Up
& Dining At Home or Dine In!
Phase 2.1 Covid-19 Guidelines Are In Place.
Eat In or Dine Out to support our restaurants in Southbury
and you could win a restaurant gift certificate!

RULES
Beginning January 11, 2021 through March 21, 2021 spend \$25 or more in a single purchase at one of Southbury's restaurants and you could win a \$25 gift certificate to a restaurant or an eatery in Southbury!

HOW TO ENTER
Snap a photo of your receipt and submit it via www.southbury-ct.gov/WINTER. *Your food MUST be purchased and submitted in the week prior the drawing to be eligible for the prize that week.* Promo weeks are from Mondays to Sundays.

Each Monday at 10am, LIVE on FACEBOOK, (<https://www.facebook.com/SouthburyBiz>) winners will be drawn. from all eligible weekly entries received. ALL entries submitted will also be eligible for a final grand prize! Winners will be contacted via email or phone.

SOUTHBUURY.COM 

Please welcome Choice Pet to Southbury Plaza at 100 Main St N



State

CT Main Street Center Recovery & Resiliency Webinar Series ~ Recordings are now available on a range of topics such as “Moving from Crisis to Recovery”; “Small Business Financing Options”; *and more!* <https://ctmainstreet.org/>

Governor Lamont’s Feb 11th briefing on CT’s Response Efforts to Covid-19: [VIEW](#)

Unemployment and the PPP ~ Live Webinar, February 16 @ 9am. Register: [HERE](#)

There are a variety of employment-related programs available for employers, and their employees, as demands on their business fluctuate. Daryle Dudzinski, Deputy Commissioner, CT Department of Labor, will review several unemployment programs, including the Shared Work Program which allows employers to reduce employee hours while avoiding layoffs. He will also discuss the new federal Mixed Earner Unemployment Compensation program for residents who have both self-employment earnings as well as W-2 earnings.

While self-employed individuals and employers explore these programs, many have questions about how these interact with the **Paycheck Protection Program (PPP)**. Our CTSBDC Business Advisor Steven Semaya, Operations Team, will cover essential steps and considerations for employers and self-employed.

Federal

Inc.'s Best Workplaces. Apply Today!

Inc. Best Workplaces awards the company cultures that thrive in the face of adversity. Cultures that in response to a pandemic redefine the workplace and continue to enrich it. Cultures that foster employee growth and advancement at all levels. Apply today to be recognized as a place where people love to work, one that sets the standard for excellence in company culture.

- (Extended) Deadline to Apply: February 12, 2021 [Apply Now](#).