

# Hello! West Hartford

## The Business Connection

### How to Participate and Welcome All West Hartford Residents

**What?** Hello! West Hartford is a town-wide initiative ...put simply...to say "Hello and Welcome!" to all and build bridges between community members. Hello! West Hartford is brand new and free to the business community.

A project of West Hartford's new Community Connections group, it is supported by many, including Mayor Scott Slifka, Town Manager Ron Van Winkle, School Superintendent Karen List, School Board Member Terry Schmitt, Celebrate West Hartford's Helen Rubino-Turco.

**Why?** Your participation in Hello! WH will connect your business to more people in town. Your participation will present your business as warm, welcoming and inclusive, especially to anyone who speaks English and another language. Your participation will bring you more customers/clients.

Hello! WH will be advertised on TV, radio and newspapers. Hello! WH will have a booth at Celebrate West Hartford. We will feature all of the participating businesses. You can give us your business cards for that booth.

**When?** Keep a lookout in February for an email from the West Hartford List Serve announcing the kickoff of Hello! West Hartford.

**How?** We want to keep it simple. Print a sign once per month and say "Hello" in the language-of-the-month to your customer/clients/patients. Try it....something good will happen.

1. During the first week or two of each month each of you will receive an email from the West Hartford List Serve that has as its subject "Hello! West Hartford [February]". Open the message and click on the link to Hello! West Hartford's website. Download and print the sign of the month (8 1/2" x 11" sheet of paper folded in half) that includes "Hello and Welcome" in the language-of-the-month.

(If you are not currently on West Hartford's List Serve, see the instructions below for signing up for this free service.)

2. Place this sign in a high traffic area (e.g. window, cash register, etc.). You can even print two signs, one for your window and one for inside your business.
3. Greet people by saying "Hello and Welcome" in the language-of-the-month.
4. In your first month of participation, email us to let us know you are participating. Tell us your name and contact info. You will then be included on a list of participating businesses.

Optional additional participation:

1. Find out how to pronounce "Hello and Welcome" in the featured language-of-the-month. Go to Hello! West Hartford's website\* ([www.hellowesthartford.org](http://www.hellowesthartford.org)). Click on the link for the video-of-the-month.

The video will be created by West Hartford schools in partnership with Be the Media (a project of West Hartford community television [WHC-TV]).

2. Read and print fun "Do You Know?" facts about the featured language. Go to Hello! West Hartford's website\* ([www.hellowesthartford.org](http://www.hellowesthartford.org)). Click on the link for the "Do You Know?" facts.
3. Incorporate the language/culture/food etc. into your business each month.
4. Tell the general community how you are celebrating the language-of-the-month by blogging about your involvement. This blog space will be on Hello! West Hartford's website\* ([www.hellowesthartford.org](http://www.hellowesthartford.org)).

\* Hello! West Hartford's website ([www.hellowesthartford.org](http://www.hellowesthartford.org)) will be up and running on or about February 15, 2011.

How to Subscribe to West Hartford's List Serve – It is free and easy

To sign-up go to [www.west-hartford.com/home/listserver\\_template.asp](http://www.west-hartford.com/home/listserver_template.asp)

Simply enter your name, address and email address. Select one or more of the six categories of notices you would like to receive. Click submit. In about a week your subscription will take affect.

"Privacy Notice: Your personal information and email address will not be shared or sold to any commercial business or organization without your permission."

**THANK YOU IN ADVANCE FOR YOUR PARTICIPATION!**