

Students Learn About Salon

Submitted by **Bernard Kavalier**

EXPRESS STRATEGIES
AVON

Maureen Casorio, co-owner of Cahoots Salon and small business mentor, hosted an on-site visit with college student interns recently to share her experience.

The student experience is a program developed by Accounting Connections.

Cahoots, located in Avon, offers a wide range of hair services including cut, color and texturing.

Casorio and co-owner Jill Andross have been in business for more than 25 years.

Cahoots Hair Design recently completed a substantial renovation.

For Casorio, it was an opportunity to share with students what it takes to run a small business, and how their education can help forge a career path.

"I was happy to share my knowledge with these students," Casorio said.

"Within my industry, creating a wonderful client experience really matters," said Casorio, who provided the students with insight into the importance of building long-term re-

lationships with clients.

The students are part of a paid internship program offered by Jolie Swanson, owner of Accounting Connections, an area firm that works with small businesses to coordinate customized accounting services.

Students gain valuable field experience while directly marketing to small business owners.

As part of the extensive marketing training program, Accounting Connections interns meet with small business mentors throughout the region.

"For college students, there is nothing quite like hearing first-hand from an owner like Maureen who has lived the challenges and rewards of building and sustaining a small business.

"I have been tremendously impressed with business owners' willingness to share their stories, advice, guidance and encouragement, as students consider their own career paths and entrepreneurial possibilities," Swanson said.

"It is wonderful making that connection — and seeing the enthusiasm on both sides of the conversa-

tion," Swanson said.

Participating students have attended universities and colleges including UConn, University of Pennsylvania, University of Vermont, Fordham University, Rider University, Tunxis Community College and Manchester Community College.

Accounting Connections is a participating business in the UConn Sales and Leadership Certificate Program.

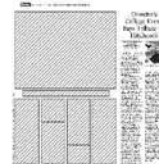
Students can apply for the program by providing a resume and cover letter to Accounting Connections at jolie@accounting-connections.com.

The deadline to apply for summer internships is April 1.

For more information about Accounting Connections, visit the website at www.accounting-connections.com, or contact Jolie Swanson at 860-993-4418 or jolie@accounting-connections.com.

Cahoots Salon, located at 51 East Main Street in Avon, features hair care products by Paul Mitchell and make-up products by Aveda.

The business website is www.cahootssalon.com.





READER SUBMITTED

AT CAHOOTS SALON, back, from left, students Chloe Swanson, Stephen Davids, Emily Vasington, Jacqueline Rojas, co-owner Maureen Casorio, J.B. Aliyu, and, front, from left, Elizabeth Peregrin, Kara Landauer, Matthew Swanson.